

1985

The Iowa Children's Choice Award

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Abstract

The major purpose of this historical research was to compile a written record of the growth and development of the Iowa Children's Choice Award (ICCA). This purpose was accomplished through interviews and examination of the ICCA materials in the archives of the Iowa Educational Media Association (IEMA).

THE IOWA CHILDREN'S CHOICE AWARD

A Research Paper

Presented to the

Faculty of the Library Science Department

In Partial Fulfillment
of the Requirements for the Degree
Master of Arts

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April 15, 1985

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CONTENTS

	Page
LIST OF TABLES	iv
 Chapter	
1. THE PROBLEM	1
General Hypotheses	3
Outline	4
2. LITERATURE REVIEW	7
3. METHODOLOGY	17
4. THE IOWA CHILDREN'S CHOICE AWARD	21
Forming of Committees	23
Decisions and Activities Leading to First Year Award	25
Author Award Committee	30
Book Award Name Committee	31
Book Award Committee	32
Masterlist Committee	33
Publicity Committee	34
The First Year of the Award	36
Evolution of the Award During the Next Four Years, 1980-81 Through 1983-84	38
General Chair	39
Publicity Subcommittee	45
Publications Subcommittee	47
Masterlist Subcommittee	50
Award Subcommittee	52
IEMA Budget Support	53
Award Winners	55
Participation in the Award by Schools and Children - AEA and State Totals	60

	Page
Public School Districts	60
Nonpublic Schools	63
Buildings Housing Grades Three Through Six	65
Children Participating	68
Summary of Potential Participants and Number Voting	72
5. SUMMARY, CONCLUSIONS, RECOMMENDATIONS	74
BIBLIOGRAPHY	80
APPENDICES	
A. INTERVIEW QUESTIONS	88
B. ICCA MASTER LISTS AND VOTING RECORDS	94
C. MATERIALS PREPARED PRIOR TO FIRST YEAR OF THE AWARD	101
D. COPIES OF CORRESPONDENCE FROM WINNING AUTHORS	113
E. PERSONS SERVING ON BOOK AWARD COMMITTEE BY YEARS SERVED AND DATES OF PARTICIPATION	131
F. PICTURES OF THE AUTHOR'S AWARD	134
G. MAP OF IOWA'S AEA'S	136
H. SAMPLES OF PROBLEM TALLY SHEETS (IDENTIFICATION REMOVED)	138

TABLES

Table	Page
1. Book Award Committee's Budget and Actual Expenditures for the Years 1977-78 through 83-84	54
2. Number of Public School Districts; Numbers and Percentages of Participating School Districts	61
3. Number of Nonpublic Schools; Numbers and Percentages of Participating Schools	64
4. Participants by Buildings Housing Grades 3-6	67
5. Number of Children in Public and Nonpublic Schools; Number and Percentage of Children Participating . . .	69
6. Grades Three Through Six Enrollment; Number of Potential Participants; Number and Percent of Voters In the First Five Years	73

Chapter 1

THE PROBLEM

In the fall of 1979 Iowa initiated its first statewide award for a children's book selected by its children, becoming the sixteenth state to present such an award.¹ The states to precede Iowa were: Kansas, in 1952 with the William Allen White Award; Vermont, in 1956 with the Dorothy Canfield Fisher Children's Book Award; Oklahoma, in 1959; Hawaii, in 1964; Georgia, in 1969; Arkansas, in 1971; Louisiana, in 1972; Missouri, in 1972; Wisconsin, in 1974; California and Indiana, in 1975; Colorado, in 1976; Massachusetts and South Carolina, in 1976; and New Jersey, in 1977.² Kansas led the nation in 1952 by setting up the first state award for the best book chosen by young readers.

The Kansas idea was originated by Ruth Garver Gagliardo, who worked on the staff of the Emporia Gazette, of which William Allen White was the editor. Under White's leadership, the Emporia Gazette had become "one of the most famous newspapers in the world."³ Gagliardo worked closely with White and knew of his love of books and

¹Children's Book Council, Inc., ed., Children's Books: Awards and Prizes (New York: Children's Book Council, 1981).

²Ibid.

³John Eldridge Drewry, "White, William Allen," World Book (1984), Vol. 21, p. 238.

children and of his desire to get the two together. Gagliardo was active in library services for the Kansas City Teachers Association, writing a column of children's book reviews for the monthly publication. In 1943, she was responsible for starting a traveling books program for children. It was through Gagliardo's desire to honor William Allen White and through her love of children and books that the William Allen White Children's Book Award was initiated. Kansas State Teachers College, Emporia, now known as Emporia State University, agreed to sponsor the program and the award was established in April, 1952.⁴

The purposes given for the Kansas award were "to honor the memory of one of the state's most distinguished citizens and to encourage wider and better reading among Kansas school children."⁵ The Kansas award set a pattern for states to follow, although the idea was slow in catching on. Momentum began to grow in the 1970's, with eleven states joining the ranks from 1970-1979.⁶

In March of 1977, at a joint meeting of the Nebraska and Iowa school library media personnel held in Omaha, Nebraska, Leone Deskin, an Iowa elementary librarian from Harlan, Iowa, presented the idea of a state children's book award to Iowa Educational Media Association (IEMA) members attending the elementary level meeting. A committee of four was formed and by June, 1977, the IEMA board had endorsed a

⁴Mary E. Bogan, "The William Allen White Children's Book Award Program: A Successful State Program," Top of the News, 36:87-88, Fall, 1979.

⁵Helen Jordan, "State Awards for Children's Books" (Specialists Degree Thesis, University of South Carolina, 1978), pp. 1-2.

⁶Children's Book Council, Inc., *ibid.*

proposal to start a readers' choice award with IEMA being the sponsor. Publicity of the award was sent to the Area Education Agencies (AEA's) in October of 1977 for information and promotion through news letters, and during the 1978-79 school term, schools were officially notified of the coming award. The first reading list was presented for the 1979-80 school year, and in the spring of 1980, Iowa school children voted for their first winner. An award has been given each year since 1980.

The purpose of this paper was to compile a written history covering the origins and the first five years of the Iowa Children's Choice Award (ICCA), from the early meetings of elementary librarians through the first five years of the award, 1980-1984.

General Hypotheses

The following general hypotheses guided the research and development of the history of the ICCA.

1. IEMA members who have been involved in working on the award in various categories have constituted a relatively small, stable group with much continuity of membership from one year to the next.
2. The award has grown in popularity with each year seeing more schools enrolling and more children voting.
3. Greater participation by the school children of the north-eastern area of the state will be noted when compared to the rest of the state.
4. Lack of financial support from IEMA has been a limiting factor in promoting various facets of the award.

5. Despite a lack of financial support from IEMA, the committee has instituted a variety of public relation activities to advertise and further promote the award.

6. The IEMA Spring Conference Program format has changed because of the award.

7. The area education agencies have supported IEMA's efforts and have participated in producing and distributing materials.

8. Initial structure of the award remains intact, although some procedures have changed through the years.

Outline

The following outline also gave guidance and structure to the researcher as interviews were held and as the IEMA archives were examined.

- I. Introduction
- II. Origins of the award
 - A. People involved
 - B. Meetings held
 - C. Alternatives offered
 - D. Actions of IEMA Board
 - E. Decisions in a time-line framework (1977-1980)
- III. Structure of the award
 - A. Criteria for books on the master list
 - B. Beginnings of the reading list
 - C. Annual cycle of activities
 - 1. Masterlist committee

2. Publicity committee
 3. Publications committee
- D. Changes involved as the award grew
- IV. Physical description and presentation of the award
- V. Participation in the award by schools and children by AEA and state total
- A. Number of school districts involved
 - B. Number of individual schools involved
 - C. Number of children voting
- VI. Appendix
- A. Listing of ICCA original committees
 - B. Listing of ICCA committees throughout the five years (1980-1984)

The significance of this paper, as the researcher saw it, was that to date no written history of the Iowa Children's Choice Award has been written. Before persons important to the gathering of such information become inaccessible, a history should be written.

The limitations of this study included the ability of people interviewed to remember accurate details, and the possibility that not everyone who contributed to the formation of the Iowa Children's Choice Award was available to the researcher. The research was also limited by the written information available in the IEMA archives, presently located in the University of Northern Iowa Library.

The researcher examined the archives and felt that information there concerning the Iowa Children's Choice Award could be combined with interviews of the many people involved in the planning and implementation of the award to permit the writing of a history.

The Iowa Educational Media Association is the organization of certificated persons employed in school libraries, persons involved in the education of school media personnel, educational media salespersons, and university students in library science or educational media programs.

The archives are the records at the University of Northern Iowa of the proceedings of the Iowa Educational Media Association and of the committee involved in the Iowa Children's Choice Award project.

Chapter 2

LITERATURE REVIEW

The literature related to this study included articles on state awards and articles pertaining to methods of obtaining research information. Very few articles of value were found in the first area on state awards. According to Helen Jordan, in 1978, no comprehensive articles had been written about children's book awards on that state level. Articles on the Newbery and Caldecott Medals were abundant, but only brief announcements could be found on the awards being given by the states.⁷

The most helpful article examined was Helen Jordan's research paper. In 1978 Jordan was working on her Specialist's Degree in Library Science at the University of South Carolina. She was interested in discovering whether the authors who had won state awards had accepted the awards in person, whether voting had increased or decreased in the previous seven years and what positive and/or negative values had been identified by people administering the program.⁸ Jordan also analyzed winning titles to see if the books were quality materials and if titles had received other honors in addition to those given by states.

⁷Helen Jordan, *ibid.*, p. 2.

⁸*Ibid.*, p. 3.

In the area of the award having some significance to the winning authors, Jordan found two states in which all of the authors accepted the awards in person: California and Colorado. Two states had not had any author accept the award in person: Wisconsin and Massachusetts. The remaining states, Arkansas, Georgia, Kansas, Louisiana, Oklahoma and South Carolina varied in percentages of authors accepting the award from 20 percent to 86 percent. In some cases, a representative from the publisher came to accept the award as a substitute for the author. Sometimes taped telephone conversations would be sent by authors who could not accept the awards in person. In some circumstances, lack of funds prohibited authors from attending in person.

From the limited data on percentage of student populations voting, Jordan made the following observations: "The majority of the voting population falls within the 5% to 9% range with a few scattered incidents of 11% and 12%."⁹ Kansas was the exception with 40 percent of the total population voting in 1972, but showing a drop to 33 percent in 1976.¹⁰ However, Jordan had no way of knowing, through her research, how many schools were involved in each state. Jordan surmised that voting percentages were affected by "extent of publicity, teacher enthusiasm and participation, length of the voting period, qualifications for voting, and appeal of the titles selected for the master list."¹¹

Jordan found that of the eighty winning titles, only eight were not listed in annotated selection aids. Sixty-six percent of the winners were cited in Book Review Digest, which indicates that they

⁹Ibid., p. 7.

¹⁰Ibid., p. 8.

¹¹Ibid., p. 7.

had received at least four reviews. Thirty-two of the award books had received multiple honors, including Newbery and Caldecott Awards.¹²

With regard to the value of the programs, Jordan found that no negative results came from the Arkansas report. One negative comment from California involved the "content of the books"¹³ on the reading list. The comments from Colorado supported the positive influences of the program: "It is one of the most positive programs I know of in this state," wrote William J. Curtis.¹⁴ The person Jordan contacted from Georgia complained that the Georgia program had grown so much that it took large amounts of time to administer. The person responding from Kansas had only praise for the program. Louisiana's program at the time of Jordan's study had not been successful and the Louisiana people were considering another way of honoring the person after whom the book award had been named. Most of the favorable comments mentioned the increase of quality reading by the school children.

In an article in Publishers Weekly, Marilyn Kaye, editor of Top of the News, commented on state awards. She stated that twenty-three states and one region now give an award chosen by readers. The format of each state's program is similar to the others, with nominations for books to read coming from schools and libraries, with a committee of adults choosing a master list, and with some voting

¹²Ibid., p. 9.

¹³Letter from Jeanne Ahern, Chairperson of California's Young Reader Medal Committee, to Helen Jordan, April 24, 1978.

¹⁴Letter from William J. Curtis, Associate Professor of Education, University of Colorado, to Helen Jordan, April 21, 1978.

requirements on grade levels of children voting and on number of books read.¹⁵

Kaye also commented on the literary quality of the books, but stated that that concept was not listed as a chief requirement for a book's consideration on the master lists of states giving awards. On the contrary, choices are most often titles that have strong appeal and that children have asked for often.¹⁶

One criticism Kaye had about the state awards was that the winning authors often do not come in contact with the children who vote for them. Even when authors accept an award in person, often only a token representative of the voting population is present. Publishers have expressed mixed reactions about their writers winning, saying that often a state organization just wants a free author-speaker at the state meeting, at the expense of the publisher.

Kaye concluded her article by saying

The idea of a reader's choice award is fundamentally sound and promising. Most of the committees are composed of dedicated, committed professionals. Many of the programs are highly successful in that they do encourage reading. They generate publicity and sales for children's books; they offer recognition and celebration to some deserving authors; and they're a good indicator of what kids want to read. But there's a need for better organization within the state committee if the benefits . . . are to be fully realized.¹⁷

Another article of value was written by Mary E. Bogan, Special Collections Librarian of the William Allen White Memorial Library at

¹⁵Marilyn Kaye, "State Awards: A Mixed Blessing," Publishers Weekly, 225:78, February 24, 1984.

¹⁶Ibid., p. 79.

¹⁷Ibid.

Emporia State University, Emporia, Kansas. Bogan explained the William Allen White Children's Book Award, its beginnings and its successes. She stated that a reason for its success was that so many dedicated people helped with the program. Another reason for the program's success, according to Bogan, was its simplicity.¹⁸

Georgia is another state with a successful program. An article by James S. Jacobs in the Georgia Principal, a publication of the Georgia Association of Elementary School Principals, explained the Georgia Children's Book Award Program. This state award has three aims:

1)legitimizing reading in the classroom, thus helping Georgia's school children make the discovery of what reading can offer; 2)giving recognition to those who read and write children's literature; and 3)providing an object of mutual interest for those who are interested in children and their literature.¹⁹

Beginning in the 1967-68 school year, the Georgia award started with only fifty schools throughout the state. From the small beginning, the award engulfed the entire state, and by the 1973-74 school year, the reported number of students participating was 52,500.²⁰

The publication, Children's Books: Awards & Prizes, by the Children's Book Council, was examined for specific titles and awards. This publication is a listing of awards and the winning titles for the

¹⁸Mary E. Bogan, "The William Allen White Children's Book Award Program: A Successful State Program," Top of the News, 36:90-91, Fall, 1979.

¹⁹James S. Jacobs, "The Georgia's Children's Book Award Program; Its Purpose and Plan," Georgia Principal, 11:17, Winter, 1975.

²⁰Ibid.

awards each year. The child-selected awards that represent a whole state or province or more than one state are listed. In the short paragraph preceding the list of annual winners, most or all of the following information is provided: when the award was established, how often the award is given, who is the sponsoring group, the purpose of the award, where the masterlist comes from, requirements that books must meet to be on the masterlist, an address to write to for more information, and what the winning author receives.²¹

Other awards given to children's books include ones given for illustrations or designs. Publishers sometimes sponsor awards for books, and awards are given to authors and/or illustrators for overall contributions to children's literature and may include the prerequisite of having published a paper. The above awards are chosen by juries, judges, panels, publishers, newspapers, or reviewers and all are "adult-chosen" awards. Specific listings are given in the appendix of Children's Books: Awards & Prizes.²²

Another publication examined was Children's Literature Awards and Winners: Directory of Prizes, Authors, and Illustrators by Dolores Blythe Jones. This publication gives information on 144 awards, listing criteria, purpose, history, rules, winners and runners-up. Authors are listed in alphabetical order, followed by the awards they have won.²³

²¹Children's Book Council, Inc., *ibid*.

²²*Ibid*.

²³Dolores Blythe Jones, Children's Literature Awards and Winners: A Directory of Prizes, Authors, and Illustrators. First edition (Detroit, Michigan: Neal-Schuman, 1983).

The other area of literature reviewed was on historical research. According to Deobold B. Van Dalen, educators use three general methods in solving problems, one of which is historical research. In order to conduct historical research an historian

becomes involved in the following procedures:
 (1) formulating the problem, (2) collecting source materials, (3) criticizing source materials, (4) formulating hypotheses to explain events or conditions, and (5) interpreting and reporting the findings.²⁴

Sources used by the historian are identified as either primary or secondary. A primary source is an eyewitness to events and/or actual objects used in the past. A secondary source is one not directly an observer to an event.

According to Thomas Felt, three questions are basic to historical research:

1) how does one choose between conflicting statements in different sources; 2) how does one really prove that something happened the way the best evidence indicates it happened; and 3) how does one deal with the problem of what motivates people to act as they do, and more generally, what causes the events we describe to occur?²⁵

Felt suggested the following criteria to use when sources disagree: closeness, competence and impartiality. The researcher should use the source closest to the event in time and space, preferably an eyewitness, the source most capable of understanding and describing a situation, and the source least likely to gain from distortion of

²⁴Deobold B. Van Dalen, Understanding Educational Research: An Introduction. Third edition (New York: McGraw-Hill, 1962), p. 161.

²⁵Thomas Edward Felt, Researching, Writing, and Publishing Local History (Nashville: American Association for State and Local History, 1976), p. 3.

the record.²⁶ The historical researcher needs to apply both external and internal criticism to his information. External criticism checks genuineness and integrity. Internal criticism detects the meaning and trustworthiness of the information within the document.

The historian needs to pay attention to laws, customs, and language at the time of the writing of documents. He needs to know the backgrounds of people involved in order to have correct historical interpretations. He needs to learn as much as possible about social, economic and political events of the time in question.

In the area of formulating hypotheses,

the duty of the historian is (1) to inform the reader of any assumptions he has made or personal views he holds that may influence the selection of data and (2) to formulate the conceptual and factual elements and relationships in the hypotheses in such a precise and objective manner that their implications can be tested.²⁷

Oral history is another method of obtaining research information. Eugene Pfaff, Jr., in his article in the Wilson Library Bulletin, believed that "the combination of written and oral sources should enhance the validity of evidence, with each serving as a check upon the other."²⁸ He also stated that

the advantages of using oral history as research material far outweigh . . . negative aspects. It can reveal the intangibles of the past; the 'atmosphere' surrounding an event, insights into an individual's

²⁶ Ibid., p. 7.

²⁷ Van Dalen, op. cit., pp. 177-78.

²⁸ Eugene Pfaff, Jr., "Oral History: A New Challenge for Public Libraries," Wilson Library Bulletin, 54:568, May, 1980.

character and motivations, clarification of a point only briefly mentioned in print, the outcome of verbal agreements, and a myriad of details not available in printed sources.²⁹

Oral history is a way of getting information which at the time was considered minor and not worth recording in written form.

Another writer, William W. Moss, cautioned the researcher about the fallacies of oral history and gave guidelines for evaluating content of interviews. He asked:

How sound is the evidence presented? Are several sources in corroboration? . . . Is the interview a thorough one? Does it cover all possible relevant themes? . . . Does the interview work on both the rational or logical level of facts and conclusions and also on the affective, emotional level of opinions, with clear indications of the value of each? Is the information provided really needed, or is it superfluous and redundant? . . . Does the interview contribute richness of detail and description or perhaps a richness of affective response and commentary that aids insights?³⁰

Hoffman stated in his article that oral history is a "process of producing primary resource material,"³¹ and is at least as reliable as any other primary source. Oral history enables us to "evaluate the contribution of many small people and, in so doing, to arrive at a much truer picture of the larger organization itself."³²

²⁹Ibid.

³⁰William W. Moss, "Oral History: An Appreciation," The American Archivist, 40:437, October, 1977.

³¹Alice M. Hoffman, "Oral History in the United States," The Journal of Library History, 7:280, July, 1972.

³²Ibid., p. 284.

Felt also gave suggestions for successful interviewing. He stated that the interviewer should ask only one question at a time, should not start off with difficult questions, should not interrupt, should not talk too much, and should not put words into the mouth of the person being interviewed. He also suggested that, after the interview, a typed copy of the notes be sent to the person interviewed, with a note requesting whatever changes are necessary for it to have approval.³³

³³Felt, op. cit., p. 24.

Chapter 3

METHODOLOGY

One of the primary sources of data for this research paper was the personal interviews with those who initiated and formulated the Iowa Children's Choice Award and those who provided leadership during its first five years, specifically, the committee and subcommittee chairpersons. Additional sources of primary data were the ICCA archives and the IEMA archives, particularly the minutes of the IEMA board meetings.

In 1976 elementary media specialists Leone Deskin from Harlan and Pat Severson from Clear Lake suggested the idea of a readers' choice award to other elementary media specialists. These two people were interviewed first and were asked the names of others to interview. An initial contact was made by telephone to Deskin and to Severson to ask the feasibility of scheduling interviews during the summer IEMA conference at Springbrook, Guthrie Center, Iowa, to be held on June 7-9, 1984. Arrangements were made to interview Severson during that conference; however, Deskin was not planning to attend. At the time of the telephone contacts, suggestions for names of other people who might be in attendance at Springbrook and could possibly be interviewed there were requested. However, no other interviews could be arranged during the conference. Deskin was interviewed in her home and in her media center in Harlan, Iowa, on August 6, 1984.

The questions directed to Deskin and Severson were ones dealing with two areas: the formative years of the award, and the years in which each served as chairperson of ICCA. Severson had also served as subcommittee chair of a committee. For specific questions asked, see Appendix A.

Other persons who served on early committees included elementary media specialists Lois Miller and Beth Clemenson, both of Davenport. They were on a committee with Deskin and Severson to "investigate the feasibility" of a readers' choice award, according to the IEMA Children's Choice Handbook. Beth Clemenson, however, did not attend any meetings and was replaced in the summer of 1977 by Mary Williams of Sigourney. In the fall of 1977 Marian Tansey was given a position as head of a subcommittee called the "author's award."

An effort was made to contact Lois Miller, Mary Williams and Marian Tansey. Mary Williams was listed in the 1983-84 IEMA Membership Handbook and in an initial contact by phone a time was set to call her for a taped telephone interview. By calling Mary Lou Kirk, an IEMA member who had served as membership chairperson, the researcher was able to get the telephone number of Lois Miller and arrange to tape a telephone interview with her. Marian Tansey had retired, according to Kirk, and though several leads were pursued she could not be located.

To check details and to supply missing information for the first five years of the award, the masterlist subcommittee chairperson, Linda McGrew, was interviewed by telephone. Pat Meier, the chairperson of the meeting of the elementary interest level group in the spring of 1977 in Omaha, Nebraska, was interviewed by telephone. She also sent material, including the Round Robin in which Deskin's and Severson's

suggestions for a reader's choice award appeared. For specific questions asked of each of the above, see Appendix A.

Another primary source of information was the ICCA archives. In March, 1983, the researcher wrote to Pat Severson, then president of IEMA, asking that IEMA give its permission for examination of the archives outside the Special Collections Room of the University of Northern Library, and asking that Mr. Gerald Peterson, the Special Collections Librarian, make the archives available to Miss Elizabeth Martin, head of the Department of Library Science at the University of Northern Iowa, or to Mrs. Lucille Lettow, the Youth Collections Librarian at UNI, so that the researcher would have access to the materials at times when the Special Collections Room was closed. The matter was presented at the March IEMA board meeting and was voted upon. The request of the researcher was honored, and Mr. Peterson was sent a letter asking that he allow Miss Elizabeth Martin access to material relating to the Iowa Children's Choice Award at times when the Special Collections Room was closed. Following that action, the researcher examined the ICCA archives several times outside the Special Collections Room. Copies of items concerning ICCA which had appeared in the official publication of IEMA, The Media Message, were found in the archives, as were the letters and replies which Deskin had written and received from other states, telling of readers' choice award programs already in action. Attendance sheets and summaries from elementary interest level meetings were found along with some informational items about ICCA which had been sent to the area education agencies.

Upon a more thorough search of the archives, specific dates and board actions or decisions concerning ICCA were found. Some tally sheets and voting summaries were available. A handbook, developed in 1981-82 and containing procedures to follow for the ICCA committee and subcommittees, was examined and available participation lists and tally sheets were used for statistical facts. The researcher watched for clues which explained the inner workings of the committee and the subcommittees, how committee heads communicated with other committee members, and how committee work was actually accomplished. Information for the statistical section of the research, participation in the award by schools and children by AEA and state totals, was gathered from a variety of sources. Some material, for example, the participation lists, was helpful. The Iowa Educational Directory for the years 1979-80 through 1983-84 was used to determine the number of school districts and the number of school buildings housing grades three through six. Dr. Betty Jo Buckingham, educational media consultant, Department of Public Instruction, provided the statistics on the number of students enrolled in grades three through six, both in public and nonpublic schools for school years 1979-80 through 1983-84.

Appendix E includes a listing of persons who served on ICCA committees throughout the five-year period from 1979-80 through 1983-84, displayed to show the number of years and the specific years in which each participated. The IEMA Membership Handbook for the years 1979 through 1983 was used to compile the listing.

Chapter 4

THE IOWA CHILDREN'S CHOICE AWARD

In the fall of 1979 Iowa initiated its first statewide award for a children's book selected by its children, becoming the sixteenth state to present such an award. Prior to the beginning in 1979, much detailed planning had taken place. The first public effort to generate such an award came at a meeting held in Omaha, Nebraska, in March, 1977, attended by librarians from Nebraska and Iowa.

"Is Pat Severson here?" a voice rang out at an elementary session of the Iowa Educational Media Association (IEMA) in Omaha. Leone Deskin wanted to meet the person who, besides herself, had submitted an idea to the Round Robin, a publication which traveled among the librarians serving elementary libraries in Iowa.¹ In the fall of 1976, both Deskin and Severson had submitted ideas. Deskin's read:

Several states encourage the critical reading of books by giving elementary students the opportunity to take part in voting for the best book of the year from a list of books compiled by a state committee. Those schools taking part in this activity obtain the list in advance and have the books on their shelves when school opens. Students wishing to take part in the voting must read two of the books on the list to be eligible to vote. An award is then presented to the author of the book chosen at the state library/media convention. Kansas has the William Allen White Award. Missouri has the Mark Twain Award.²

¹Statement by Leone Deskin, elementary media specialist, personal interview, Harlan, Iowa, August 6, 1984.

²Iowa, Department of Public Instruction, "Elementary Library Media Round Robin Round-up of Ideas," (Des Moines: The Department, October, 1976). (Mimeographed.)

Severson's idea follows: "Any possibility the State could give awards to children who read? Kansas has such a program that one of our teachers participated in during elementary years."³

But even before that March, 1977, meeting in Omaha, Nebraska, some groundwork had been done. Pioneers in the field of getting the Iowa Children's Choice Award off the ground were two women unknown to each other, one in North Central Iowa, the other in the west central part of the state, each working independently one hundred fifty miles apart on an idea. Pat Severson, elementary media specialist from Clear Lake, and Leone Deskin, elementary media specialist from Harlan, each had a dream. Their dream was to establish a readers' choice award for Iowa elementary students. The idea had been planted in Deskin's mind in 1969 by her elementary principal, Charles Allen, formerly a principal in Kansas, who wondered why Iowa didn't have an award similar to Kansas' William Allen White Award.⁴ The idea had further been nurtured by a relative of a neighbor of Deskin's who had told her about the Mark Twain Award in Missouri.⁵ Severson's dream had been squelched slightly when her idea was rejected by an Area Education Agency.⁶ But Severson decided to take her idea to the state meeting of IEMA, and there it was that Deskin and Severson met for the first time.⁷

³Ibid.

⁴Statement by Leone Deskin, elementary media specialist, personal interview, Harlan, Iowa, August 6, 1984.

⁵Ibid.

⁶Statement by Pat Severson, elementary media specialist, personal interview, Springbrook State Park, Guthrie Center, June 9, 1984.

⁷Ibid.

Forming of Committees

Three meetings were involved in the formulation of the committees for the Iowa Children's Choice Award (ICCA): the March 26, 1977, IEMA elementary level interest meeting in Omaha, Nebraska;⁸ the Springbrook Summer Planning Conference on July 14, 1977, at Springbrook State Park near Guthrie Center;⁹ and the Fall Conference of IEMA in Des Moines on November 4, 1977, where the subchairpersons were appointed and subcommittees were subsequently formed.¹⁰

At the Omaha meeting, people were asked to volunteer by raising their hands to serve on an investigative committee.¹¹ Lois Miller and Beth Clemenson, both elementary media specialists from Davenport, volunteered¹² to serve with Deskin and Severson at the March 26, 1977, meeting to form a committee to "investigate the feasibility of such an award."¹³ No meetings were held by the investigative committee between the March meeting and the July Summer Planning Conference at Springbrook

⁸"Elementary Media Specialists Hold Get Together," Iowa Media Message, 5:3, May/June, 1977.

⁹Leone Deskin, "Iowa Children's Choice Award," Iowa Media Message, 6:9, October, 1977.

¹⁰Report of Elementary Level Meeting to Don Rieck, IEMA President, from Leone Deskin, Book Award Chair, ICCA Materials, IEMA Archives, 1977-78 folder.

¹¹Statement by Leone Deskin, elementary media specialist, personal interview, Harlan, Iowa, August 6, 1984.

¹²Ibid.

¹³"Elementary Media Specialists Hold Get Together," Iowa Media Message, 5:3, May/June, 1977.

State Park.¹⁴ According to Deskin, Clemenson did not attend the meeting at Springbrook and was replaced at that time by Mary Williams, elementary media specialist from Sigourney.¹⁵

Deskin reported the following action between March and July: "I had to come up with a budget item. Prior to that time (the July meeting), I did all the thinking about what it would take to get us off the ground."¹⁶ Deskin appeared before the IEMA board at the Summer Planning Conference at Springbrook State Park with the plan for a children's choice award and a budget item to cover expenses to get the award established and carried through its first year of operation. "I simply presented the idea of what we hoped to accomplish, stressed that it was a way that IEMA could actually touch students and parents of students in no other way that we had, and I got very good response from the board."¹⁷

The IEMA board adopted Deskin's proposal in the July 14, 1977, meeting and was very supportive of her ideas. The Iowa Media Message, October, 1977, reports that the board

endorsed a proposal to present an award to an author of a book chosen by Iowa elementary students in grades 3-6 from a master list of books selected each year by school media specialists, students, and interested people in other associated organizations.¹⁸

The board also approved the \$150.00 budget item presented by Deskin for the first year of operating expenses and officially appointed Deskin as

¹⁴Statement by Leone Deskin, elementary media specialist, personal interview, Harlan, Iowa, August 6, 1984.

¹⁵Ibid.

¹⁶Ibid.

¹⁷Ibid.

¹⁸"Synopsis of Board Meetings: July 14, 1977," Iowa Media Message, 6:10, October, 1977.

chairperson of a committee made up of Severson, Miller and Williams, all of whom expressed an interest at the Omaha meeting in March or were in attendance at Springbrook in July.¹⁹

Decisions and Activities Leading to First Year of Award

Under the leadership of the Book Award Committee, the elementary section of the IEMA continued to develop the foundation and implementation of the award at the Fall Conference in Des Moines on November 4, 1977. Thirty-nine people attended the November elementary level interest meeting. Twenty-four school districts were represented with public librarians, state university professors, three Area Education Agency (AEA) employees, and state department officials attending.²⁰

Deskin had prepared a handout containing a list of awards, their purposes, a sample timetable, and a description of subcommittee duties.²¹ Using this handout as a resource guide, "the participants in the session divided into small groups to discuss various facets of the Iowa award."²²

¹⁹ Statement by Leone Deskin, elementary media specialist, personal interview, Harlan, Iowa, August 6, 1984.

²⁰ Attendance sheet signed by participating members at the elementary session meeting, November 4, 1977, ICCA Materials, IEMA Archives, 1977-78 folder.

²¹ Report to the committee for the Iowa Children's Book Award from Leone Deskin, October, 1977, ICCA Materials, IEMA Archives, 1977-78 folder.

²² Leone Deskin, "Book Award Set: Elementary Level Media Group," Iowa Media Message, 6:10, March, 1978.

A purpose written by the Book Award Committee members was presented to the elementary level session.²³ After some modification suggested by attending members, the following purpose was adopted:

The purpose of the Iowa Children's Book Award is to encourage children to read more and better books, discriminate in choosing worthwhile books and to give recognition to those who read and write books for children. The books provide an avenue for positive dialogue between teachers, parents, and children about books and authors. The award is unique in that it gives children themselves an opportunity to choose the book to receive the award and to suggest books for the yearly reading list.²⁴

Subcommittees for various facets of the award were established at this meeting. Each member of the original committee expressed an interest in a specific phase of the award and agreed to chair a subcommittee dealing with that aspect.²⁵ Mary Williams was to head the Book Award Name Committee, Pat Severson was in charge of publicity, Lois Miller was to handle the master list, and Marian Tansey, media specialist from Urbandale, was appointed head of the Author Award.²⁶ Deskin personally asked Marian Tansey to head an author award committee, because Deskin and Tansey had been roommates at a workshop, knew that Tansey was interested in the work of IEMA, and wanted her

²³ Excerpts from a report of the elementary level meeting at the 1977 IEMA Fall Conference to Don Rieck, IEMA President, from Leone Deskin, Book Award Chair, ICCA Materials, IEMA Archives, 1977-78 folder.

²⁴ Leone Deskin, "Book Award Set: Elementary Level Media Group," Iowa Media Message, 6:10, March, 1978.

²⁵ Statement by Leone Deskin, elementary media specialist, personal interview, Harlan, Iowa, August 6, 1984.

²⁶ Leone Deskin, "Book Award Set: Elementary Level Media Group," Iowa Media Message, 6:10, March, 1978.

on the committee.²⁷ Each subcommittee chairperson was to choose interested IEMA members geographically close to her to assist on her committee.²⁸

While no minutes of the November 4 meeting were kept, Deskin remembers that the group accepted many of the ideas on her handout.²⁹ Deskin's suggestion to the Book Award Name Committee was that a recommendation for a name should be ready to present to the membership for adoption at the spring conference in 1978. Deskin also suggested: "poll the membership present, put a notice in the media message [sic] to send in suggestions and put a notice in each of the area agencies' bulletins asking for name suggestions."³⁰

The Publicity Committee was to design a bookmark containing masterlist titles for each Iowa school child, a brochure containing a statement of purpose and voting rules for each participating classroom, and an award to be given to the winning author. Deskin had listed the awards given by other states.³¹

Deskin's handout included five criteria which were formulated from ideas received from other states, under the heading of "Ground Rules."³² Her criteria included:

²⁷ Statement by Leone Deskin, elementary media specialist, personal interview, Harlan, Iowa, August 6, 1984.

²⁸ Report to the committee for the Iowa Children's Book Award from Leone Deskin, October, 1977, ICCA Materials, IEMA Archives, 1977-78 folder.

²⁹ Statement by Leone Deskin, elementary media specialist, personal interview, Harlan, Iowa, August 6, 1984.

³⁰ Report to the committee for the Iowa Children's Book Award from Leone Deskin, October, 1977, ICCA Materials, IEMA Archives, 1977-78 folder.

³¹ Ibid.

³² Ibid.

1. Living American author
2. Grades 3-6 reading level
3. All types of books, except texts, that children find interesting (must be original work in English language, must be appropriate in content, of high literary quality and appealing to children; Newbery Award winners excluded but not honor books; books by winning authors excluded the following year so same could not win two years in a row.)
4. Copyright dates within the past five years
5. A minimum of 15 and a maximum of 25 for any year. Schools participating should have approximately 80% of the titles available for students.³³

Some of the above criteria discussed were nationality of the author, age of the book, contents of the book, books to be excluded and number of books to be included on the list. Deskin also suggested as voting rules that students be required to read or have heard read two books; students could vote only for one title and could not vote for any title they had not read or heard read during that year.³⁴ Another suggestion from Deskin was that the possibility of additional funding from several sources, other than IEMA, be investigated. But at the same time, she admittedly was selfish about not wanting any other organization to sponsor the award.³⁵

The Book Award Committee agreed to meet on December 3, 1977, in conjunction with the IEMA board meeting to continue work on the

³³Ibid.

³⁴Ibid.

³⁵Statement by Leone Deskin, elementary media specialist, personal interview, Harlan, Iowa, August 6, 1984.

book award,³⁶ guided by input from the members of the elementary level interest group at the November meeting.³⁷

With Deskin chairing, the Book Award Committee met on December 3, 1977, in Des Moines, to work on tasks needing completion for implementation of the first giving of the award. One of the tasks, finalizing the list of "ground rules" or criteria for books to be included in the masterlist of titles, resulted in the following:

1. Written by a living American author
2. On a reading level of students found in grades three through six
3. Nonfiction and fiction, except textbooks; well-balanced with a wide range of interests and reading levels represented
4. Titles on masterlist may be repeated in succeeding years except for the winning title
5. Copyright date within the preceding five years
6. 20-25 titles on the masterlist³⁸

Mary Williams, as chairperson of the subcommittee on the Book Award Name, was to seek nominations in writing from IEMA members. The Book Selection Committee, headed by Lois Miller, was to develop a masterlist of books based on the agreed-upon criteria. Lois Miller was

³⁶Excerpts from a report of the elementary level meeting at the 1977 IEMA Fall Conference directed to Don Rieck, IEMA President, from Leone Deskin, Book Award Chair, ICCA Materials, IEMA Archives, 1977-78 folder.

³⁷Leone Deskin, "Book Award Set: Elementary Level Media Group," Iowa Media Message, 6:10, March, 1978.

³⁸Results of the meeting of the Children's Book Award Committee, December 3, 1977, ICCA Materials, IEMA Archives, 1977-78 folder.

encouraged by Deskin to seek suggestions for books through the Iowa Media Message, the publications of IEMA, and the AEA's publications. Suggestions would also be welcomed from the members at Spring Conference in April, 1978.³⁹ The Publicity Committee with Pat Severson as chairperson was to continue to plan the instruments to send information all over the state and identify ways to distribute them.⁴⁰ Deskin suggested their working with the Author Award Committee on a design to be used on bookmarks and brochures as well as on the award.⁴¹ The subcommittees continued to work on their responsibilities from December 3, 1977, to the implementation of the award in the fall of 1979.

Author Award Committee

Marian Tansey's responsibilities as chairperson of the Author Award Committee included developing an award to give to the winning author and a design or logo to be used on the award and on the publicity for ICCA. Tansey worked in cooperation with the art department in her school to sponsor a contest for a design.⁴² According to a communique from Deskin to her committee members in March, 1978, three designs were submitted by Tansey to Deskin.⁴³ The committee agreed upon one submitted by Kristie Evans, and according to one report, Lou

³⁹Agenda for 8:30 A.M. Committee Meeting, December 3, 1977, ICCA Materials, IEMA Archives, 1977-78 folder.

⁴⁰Ibid.

⁴¹Ibid.

⁴²Statement by Leone Deskin, elementary media specialist, personal interview, Harlan, Iowa, August 6, 1984.

⁴³Letter from Leone Deskin, Chair of Book Award Committee, to members of the committee, March, 1978, 1977-78 folder.

Ann Rullsted.⁴⁴ However, according to the official publication of the IEMA, Kristi Evans submitted the winning idea for the design or logo and was presented with \$25.00.⁴⁵ Tansey had also submitted the idea of a bell for the award to the Book Award Committee and that idea was accepted.⁴⁶ The original child on the design or logo was clearly a girl and Mary Lou McGrew, University of Northern Iowa professor in the Library Science Department, suggested that it be stylized so it could be seen as either a boy or a girl.⁴⁷ The ideas of a bell for the award and a child reading a book, superimposed on the Iowa symbol, as the logo were presented at the April 8, 1978, elementary level interest meeting to the IEMA members. These items were approved at that meeting.⁴⁸

Book Award Name Committee

As chairperson of the Book Award Name Committee, Mary Williams prepared a ballot published in the Iowa Media Message, December, 1977 issue, requesting suggestions for the name of the award.⁴⁹ By the

⁴⁴ Article sent to AEA's, April, 1978, from Leone Deskin, ICCA Materials, IEMA Archives, 1977-78 folder.

⁴⁵ Leone Deskin, "Iowa Children's Book Award," Iowa Media Message, 6:10, May/June, 1978.

⁴⁶ Statement by Leone Deskin, elementary media specialist, personal interview, Harlan, Iowa, August 6, 1984.

⁴⁷ Statement by Mary Lou McGrew, professor of Library Science, University of Northern Iowa, Cedar Falls, Iowa, November 19, 1984.

⁴⁸ Leone Deskin, "Iowa Children's Book Award," Iowa Media Message, 6:10, May/June, 1978.

⁴⁹ "IEMA Book Award Upcoming," Iowa Media Message, 6:7, December, 1977.

April 8, 1978, IEMA Spring Conference in Waterloo, she had received three names in nomination: The Mercer Mayer Award, the Iowa Children's Choice Award, and the Louise Albert Award.⁵⁰ According to the article published in the Iowa Media Message following the April 8 meeting, four names had been received.⁵¹ The four names were not listed. The Iowa Children's Choice Award was the "official name of the Iowa children's book award. . . . selected by IEMA members Saturday, April 8th,"⁵² chosen because, according to Mary Williams, it best identified the award.⁵³

Book Award Committee

In addition to the list of criteria which books must meet to be eligible for the masterlist, compiled by the Book Award Committee in December, 1977, and officially accepted at the 1978 IEMA Spring Conference,⁵⁴ the Book Award Committee prepared a list of voting regulations, which were originally discussed at the 1977 Fall Conference and finalized at the December 3, 1977, meeting of the Book Award Committee.⁵⁵ These were presented and approved at the same time as the

⁵⁰Letter from Leone Deskin, Chair of Book Award Committee, to members of the committee, March, 1978, ICCA Materials, IEMA Archives, 1977-78 folder.

⁵¹Leone Deskin, "Iowa Children's Book Award," Iowa Media Message, 6:10, May/June, 1978.

⁵²Ibid.

⁵³Statement by Mary Williams, elementary media specialist, personal interview, Sigourney, Iowa, September, 14, 1984.

⁵⁴Book Award Committee, ICCA Materials, IEMA Archives, 1981-82 folder.

⁵⁵Ibid.

criteria for the masterlist, on April 8, 1978, by the participants at the elementary level session.⁵⁶ They read as follows:

1. Students must read at least two titles to be eligible to vote. It is acceptable for students to read them themselves or have heard them read by a teacher or parent.

2. Students may vote for only one title and may not vote for any title they have not read or heard.⁵⁷

Masterlist Committee

The first masterlist (see Appendix B) was compiled by Lois Miller and her committee in the spring and summer of 1978.⁵⁸ Even in this first year the committee had input from students because Miller asked school children in the Davenport schools for suggestions.⁵⁹ Miller was the media specialist in Wilson School, a large elementary school in the Davenport school system. She explained to her students that she needed suggestions for books to be included on a reading list, and she asked for their favorite books.⁶⁰ Other media specialists in Davenport also asked their students for suggestions.⁶¹ Suggestions from media specialists across the state were elicited at the IEMA elementary level interest meeting on April 8, 1978.⁶²

⁵⁶"Chronology of the Iowa Educational Media Association Book Award: 1978, IEMA Spring Conference in Waterloo," IEMA Book Award Committee Handbook, ICCA Materials, IEMA Archives.

⁵⁷Report on Progress of Book Award, IEMA 1978 Spring Convention Handout, ICCA Materials, IEMA Archives, 1977-78 folder.

⁵⁸Statement from Lois Miller, elementary media specialist, personal interview, Davenport, Iowa, September 12, 1984.

⁵⁹Ibid.

⁶⁰Ibid.

⁶¹Ibid.

⁶²Leone Deskin, "Iowa Children's Book Award," Iowa Media

Miller compiled a preliminary list of titles from all the suggestions she had received, and she and her masterlist committee, made up of Davenport area media specialists, read and re-read many books in preparation for formulating the first list.⁶³ They arrived at a final list of twenty-one titles to submit to the children for their reading during the 1979-80 school year.⁶⁴ The list was presented to media specialists attending the Fall IEMA Conference in Ames, October, 1978.⁶⁵

Publicity Committee

The publicity committee, with Pat Severson as chairperson, was originally charged with the responsibility for designing a bookmark containing the masterlist and a brochure containing the purpose and the voting regulations.⁶⁶ As their work progressed, the committee members began to develop a concern for a timeline for the flow of information and publicity during the important year preceding the first year in which the award would be implemented. At the IEMA April 6, 1978, elementary level interest meeting, the publicity committee presented their concerns: (1) a blurb needed to be released by the AEA's in November, 1978; (2) an introductory announcement needed to be released

Message, 6:10, May/June, 1978.

⁶³Statement from Lois Miller, elementary media specialist, personal interview, Davenport, Iowa, September 12, 1984.

⁶⁴Announcing Iowa Children's Choice Award, ICCA Materials, IEMA Archives, 1978-79 folder.

⁶⁵Ibid.

⁶⁶Report of Publicity Committee, April 6, 1978, ICCA Materials, IEMA Archives, 1977-78 folder.

to each principal and librarian in schools housing any or all of grades three through six, in November, 1978; and (3) by February 2, 1979, each school was to receive one brochure, one bookmark sample, and one commitment letter to be returned as a kind of registration form to indicate an intention to participate and a number of potential participants.⁶⁷

In actuality, a news release to the Department of Public Instruction (DPI) and AEA newsletters (see Appendix C) was sent in the fall of 1978. Fliers were sent to each principal and elementary media specialist in every elementary attendance center in Iowa during November, 1978 (see Appendix C), and during February, 1979, cover letters, commitment letters, brochures and bookmarks were mailed to elementary principals and media specialists (see Appendix C).⁶⁸

The role of the AEA's in helping to implement the award was very important. As early as October, 1977, the AEA bulletins carried an article entitled, "Iowa Children's Book Award," announcing the statewide contest and giving Deskin's address if people wanted further information. The article informed readers of the structure of the award and announced that the winning author would be honored at the IEMA Spring Conference.⁶⁹

Dianne Woodard, AEA 2 media specialist, served with Severson on the original publicity committee, and she was the contact person of ICCA for all the AEA's.⁷⁰ She arranged to have a contact person

⁶⁷ Ibid.

⁶⁸ ICCA Materials, IEMA Archives, 1978-79 folder.

⁶⁹ Article which appeared in each AEA's October bulletin, ICCA Materials, IEMA Archives, 1977-78 folder.

⁷⁰ Ibid.

in each AEA who would assume the duty of distributing materials to the schools.⁷¹ In August, 1978, Woodard sent letters to the AEA contact persons and listed the schedule for mailings: October 10, 1978, a news release for the November AEA newsletters; November 15, 1978, two introductory announcements to go to each elementary building.⁷²

Woodard's reaction about cooperation between the ICCA committee and the AEA contact people follows: "The AEA contact people that I talked with are most willing to help with the distribution . . ."⁷³

When Deskin was ready to collate the materials for the first mailing, she enlisted the help of her AEA and found excellent cooperation there in helping her accomplish the assembling and the labeling.⁷⁴

The First Year of the Award

In January, 1980, "IEMA Book Award students eligible to vote cast their ballot for the book they liked best. The deadline for tallies to be returned to the IEMA Book Award chair was February 1, 1980," according to the chronology written in the committee handbook.⁷⁵ Again, quoting from the chronology,

⁷¹Ibid.

⁷²Ibid.

⁷³Letter from Dianne Woodard, AEA media specialist, to Pat Severson, January 23, 1979, ICCA Materials, IEMA Archives, 1978-79 folder.

⁷⁴Statement by Leone Deskin, elementary media specialist, personal interview, Harlan, Iowa, August 6, 1984.

⁷⁵"Chronology of the Iowa Educational Media Association Book Award: 1980, 1979-80 IEMA Book Award Voting," IEMA Book Award Committee Handbook, ICCA Materials, IEMA Archives.

In February, the votes were counted, and Thomas Rockwell, author of How to Eat Fried Worms, was declared the winner. Approximately seventeen thousand students voted in the selection of the author to receive the first annual ICCA. Approximately two hundred fifty elementary attendance centers containing thirty-eight thousand eligible students participated in the program during 1979-80.⁷⁶

Twenty percent of the public school districts participated in the award the first year.⁷⁷ Twenty-one percent of the children enrolled in grades three through six participated.⁷⁸ Out of a total of 16,957 votes cast when the voting sheets were tallied, Rockwell's book received 3,157 or 18.62 percent of all votes cast.⁷⁹

Thomas Rockwell was invited to attend the Spring IEMA Conference in March, 1980, but regretfully could not accept the invitation because of a previous commitment.⁸⁰ A letter from the publicity manager of his publishing company stated: "We could not pay to have him fly to Iowa to accept the award in person."⁸¹ Rockwell did write a letter to the children of Iowa thanking them for honoring him with the ICCA. He wrote, "Thank you very much for voting HOW TO EAT FRIED WORMS the Iowa Children's Choice Award for 1980 . . . An award like this is nice, I

⁷⁶"Chronology of the Iowa Educational Media Association Book Award: 1980, 1979-80 IEMA Book Award Votes Tallied," IEMA Book Award Committee Handbook, ICCA Materials, IEMA Archives.

⁷⁷See Table 2, p. 61.

⁷⁸See Table 5, p. 69.

⁷⁹Results of the 1979-80 Iowa Children's Choice Award, ICCA Materials, IEMA Archives, 1979-80 folder.

⁸⁰Letter from Thomas Rockwell, winner of 1979-80 ICCA, to Pat Severson, March 8, 1980, ICCA Materials, IEMA Archives, 1979-80 folder.

⁸¹Letter from Leslie Ross, publicity manager, Franklin Watts,

think, because it means lots of people not only read my book, but liked it well enough to remember it and vote for it."⁸² (See Appendix D.)

When the program for the 1981 IEMA Spring Conference was announced by the publicity chairperson for the conference, Jean Donham, Thomas Rockwell was scheduled as a general session speaker on Friday evening, March 20, and for Saturday's elementary interest level meeting.⁸³ He took part in an authors' reception from 6:00-7:30 P.M. on Friday and then was the featured speaker at the general session on Friday night. The Saturday morning meeting was held from 9:00-10:30 and Rockwell met at that time with the elementary level interest group.⁸⁴

Evolution of the Award During the Next
Four Years, 1980-81 Through 1983-84

IEMA members serving on the Book Award Committee continued to make decisions about the award and to streamline procedures as the next four years passed. During the evolution of the award, the members working on the Book Award Committee constituted a relatively small, stable group with much continuity of membership from one year to the next (see Appendix E). Sixty people served on the committee over the five-year period from 1979-80 through 1983-84. Of those sixty, 5 percent served the entire five years, 5 percent served four years, 15

Inc., Publishers, to Pat Severson, March 6, 1980, ICCA Materials, IEMA Archives, 1979-80 folder.

⁸²Letter from Thomas Rockwell, winner of 1979-80 ICCA, to children of Iowa, April 11, 1980, ICCA Materials, IEMA Archives, 1979-80 folder.

⁸³"Conference," Iowa Media Message, 9:1, March, 1981.

⁸⁴1981 Conference Program, ICCA Materials, IEMA Archives, 1980-81 folder.

percent served three years, 30 percent served two years, and 45 percent served one year. Nineteen new members (32 percent) became involved the last year, so in the previous four years, many members continued to serve.

Out of the twenty-one members on the 1979-80 committee, nineteen of those were also on the 1980-81 committee. From 1980-81 to 1981-82, six members continued to serve. On the 1982-83 committee, fifteen members had served before, out of a total of twenty-three members. On the 1983-84 committee, seventeen members had served before out of thirty-six members.

General Chair

Leone Deskin continued as chairperson through the 1980-81 school year. She and the other committee members were receptive to suggestions made for improvements in handling the mailings and other facets of the award given by IEMA members at the 1980 Spring IEMA Conference. Minor changes were suggested, the most noticeable being the voting deadline date, which changed from February 1 to January 31.⁸⁵

The 1980-81 objectives included completing the second year of the ICCA; developing a manual to be printed that would include working details of the Book Award Committee; developing an "historian's file for future reference," and considering expansion of the award to junior high and secondary students.⁸⁶ A budget request of \$500.00 was

⁸⁵ Problems mentioned by elementary level persons attending concurrent session on ICCA at 1980 Spring IEMA Conference, ICCA Materials, IEMA Archives, 1979-80 folder.

⁸⁶ Action Plan for 1980-81, ICCA Materials, IEMA Archives, 1979-80 folder.

presented and accepted by the board;⁸⁷ however, in the treasurer's report for the fiscal year ending June 30, 1981, the Book Award Committee had actually spent \$800.60.⁸⁸

As chair, Deskin was contacted in September, 1980, by a public librarian from Des Moines and by the head of the Iowa Library Association (ILA) who wanted public libraries to participate in the award.⁸⁹ Deskin presented the request to the IEMA Board on September 13, 1980. After considerable discussion and mixed reactions, the Board denied the request to include public libraries in the award. The consensus was that the ICCA was not firmly established at that time and the award should remain a project to be handled through the schools.⁹⁰

Pat Severson, Pat Bernard and Leone Deskin met in Des Moines on November 15, 1980, to start work on a manual for ICCA.⁹¹ At that meeting, the members wrote some motions for the IEMA Board to consider. One concerned the keeping of an historian's file at the University of Northern Iowa under the Youth Collections librarian. One involved asking the Conference Planning Committee to invite the ICCA winning author to "participate in a way appropriate to that author's talent

⁸⁷ Board minutes, June 9, 1980, Iowa Media Message, 9:6, October, 1980.

⁸⁸ Board minutes, June 15, 1981, Iowa Media Message, 10:16, October, 1981.

⁸⁹ Report submitted at IEMA Board Meeting, September 13, 1980, ICCA Materials, IEMA Archives, 1980-81 folder.

⁹⁰ Ibid.

⁹¹ Letter to Bill (Bill Oglesby, IEMA President), from Leone Deskin, n.d., 1980-81 folder.

and interest in an Iowa Educational Media Association Conference."⁹²
 One suggested motion would affect the position of the ICCA committee in the organization's structure and change it from an Ad Hoc committee to a standing committee.⁹³

In December, 1980, Lucille Lettow sent a letter to Deskin stating that Lettow had "submitted the plan to house the Iowa Children's Choice Award's archives in the Youth Collection," and that that plan had been accepted.⁹⁴

At the January 17, 1981, IEMA Board meeting, Deskin's motion to establish an historian's file carried, her motion to have the Conference Planning Committee invite the ICCA winning author to a spring conference carried, and her motion about change in committee standing was referred to the Long Range Planning Committee.⁹⁵

In the fall of 1981, Pat Severson became the chairperson of ICCA. The objectives to be accomplished during her first year as chair included completing the third year of operation of the ICCA and reconsidering the appropriate grade levels to be included in the Book Award.⁹⁶ At the Springbrook June 14, 1981, meeting the committee members voted to retain the existing grade levels because at a junior

⁹²Ibid.

⁹³Ibid.

⁹⁴Letter to Leone Deskin, chair of ICCA, from Lucille Lettow, December 16, 1980, ICCA Materials, IEMA Archives, 1980-81 folder.

⁹⁵Board minutes, January 17, 1981, Iowa Media Message, 9:7, March, 1981.

⁹⁶Action Plan, 1981-82, ICCA Materials, IEMA Archives, 1980-81 folder.

high level session at the Spring IEMA Conference, not enough support had been¹ shown to expand the award.⁹⁷

Other objectives included planning and conducting a session about expanding the award to be presented at an IEMA Conference, completing and printing the manual, establishing an "historian's file"⁹⁸ and asking the board to change the location of the file so that ICCA materials could be stored with IEMA Archives, drafting an amendment to establish the Book Award Committee as a standing committee, and designing a bookplate to use in books donated by the committee to the Youth Collection at the University of Northern Iowa Library.⁹⁹

The budget request for the third year of operation was \$1,000.00 to cover printing, postage, telephone costs, and author award, and that request was granted by the Board.¹⁰⁰

At the Board meeting at Springbrook, on June 15, 1981, Severson's motion to change the location of the historian's file of ICCA materials so that they would be housed with IEMA materials in Special Collections at the University of Northern Iowa Library carried. The motion to establish the Book Award Committee as a standing committee was tabled.¹⁰¹ It became a standing committee in March, 1982, when the IEMA membership voted and approved a revision of the bylaws.¹⁰²

⁹⁷ Ibid.

⁹⁸ Ibid.

⁹⁹ Ibid.

¹⁰⁰ Board minutes, November 14, 1981, Iowa Media Message, 10:14, March, 1982.

¹⁰¹ Board minutes, June 15, 1981, Iowa Media Message, 10:16, October, 1981.

¹⁰² "IEMA Bylaws," Iowa Educational Media Association Membership Handbook, 1984-85, pp. 48, 52.

By February, 1982, the manual was finalized and printed. The printing of the bookplate was delayed until a decision could be made about the way to handle free copies of books.¹⁰³ Actually, the bookplate was never printed because the problem resolved itself, according to Lucille Lettow, Youth Librarian at the University of Northern Iowa. The most acceptable way, in the committee's thinking, to handle free copies of books being sent to them would be to add them to the Youth Collection in the Library at the University of Northern Iowa. However, the free books might not meet the selection policy of the Youth Collection. Before any decision was made, only one paperback had been sent to the committee, so the whole issue was dropped.¹⁰⁴

Printing of book labels, small identifying stickers to be placed on the spines of ICCA masterlist titles, was mentioned in the committee report to the IEMA Board as was the development of a videotape to publicize the award.¹⁰⁵ Since no minutes were kept of the ICCA committee meetings at Springbrook, it is not known if the ideas for book labels and videotapes came up for discussion at Springbrook or at a later time.

The chairperson for the fourth year of the ICCA was Lucille Lettow.¹⁰⁶ The objectives were to complete the fourth year, to continue

¹⁰³ Committee report to the Board of Directors, February 27, 1982, ICCA Materials, IEMA Archives, 1981-82 folder.

¹⁰⁴ Statement made by Lucille Lettow, Youth Librarian, University of Northern Iowa, telephone interview, Cedar Falls, Iowa, February 18, 1985.

¹⁰⁵ Committee report to the Board of Directors, February 27, 1982, ICCA Materials, IEMA Archives, 1981-82 folder.

¹⁰⁶ Action Plan, 1982-83, ICCA Materials, IEMA Archives, 1982-83 folder.

investigating a book award program for young adults, to plan a concurrent session for the IEMA Conference to promote ICCA titles, to review the ICCA policies and procedures with AEA coordinators, to produce a videotape of the ICCA titles, and to promote the ICCA titles and winners by creating and selling small stickers which could be placed on the spines of the ICCA masterlist books.¹⁰⁷

The budget request was \$1,085.00. The projected label revenue totaled \$390.00 from the sale of spine labels and medallion labels.¹⁰⁸ However, the Board did not approve the budget request. According to the ICCA Chronology, "In October, the Board approved a \$950 budget. The budget cut was met by resorting to lower grades of paper for publication."¹⁰⁹

Lettow was also chairperson for the fifth year of operation. The objectives for that year were as follows:

to complete fifth year of operation of ICCA; to establish a book award program for early teens; to plan and conduct a concurrent session at Spring IEMA Conference; to produce a videotape to promote 1984-85 ICCA nominees; to produce labels identifying ICCA nominees and winners; and to serve as a clearinghouse for ideas which may be used to promote the program.¹¹⁰

The budget request of \$700.00, with the projected sale of labels being \$265.00, was presented to the Board.¹¹¹ Apparently the Board accepted the \$700.00, because when Lettow presented her

¹⁰⁷ Ibid.

¹⁰⁸ Ibid.

¹⁰⁹ "1982 Chronology of the Iowa Educational Media Association Book Award," Iowa Educational Media Association Book Award Handbook, ICCA Materials, IEMA Archives.

¹¹⁰ Action Plan, 1983-84, ICCA Materials, IEMA Archives, 1983-84 folder.

¹¹¹ Ibid.

Committee Progress Report No. 3 to the IEMA Board of Directors on January 18, 1984, she reported expenditures to date as being \$255.30, with a balance of \$444.70.¹¹² No treasurer's report including the Book Award Committee budget request to the IEMA Board could be found.

The responsibilities of the chairperson remained essentially unchanged over the years of the award. The responsibilities included communicating between committee members and the IEMA Board with reports and submission of bills, counting the ICCA votes and determining the winner, presenting or mailing the award to the winning author, keeping in touch with the AEA contact people, maintaining the chronology and historian's file and planning the Springbrook committee meetings.¹¹³

Publicity Subcommittee

In the "Action Plan for 1980-81," Pat Severson was again listed as chairperson of the Publicity Subcommittee,¹¹⁴ but apparently the committee members felt a necessity to divide some responsibilities of the Publicity Subcommittee. A new subcommittee, Publications, with Pat Bernard, media specialist from Wheatland, as chairperson, was listed in the "Action Plan for 1980-81."¹¹⁵ Since no minutes were kept at the Springbrook committee meeting, only assumptions can be made

¹¹² Committee Progress Report No. 3, to IEMA President, January 18, 1984, from Lucille Lettow, ICCA Materials, IEMA Archives, 1983-84 folder.

¹¹³ "General Committee Chair Responsibilities," Iowa Educational Media Association Book Award Committee Handbook, ICCA Materials, IEMA Archives.

¹¹⁴ Action Plan for 1980-81, ICCA Materials, IEMA Archives, 1979-80 folder.

¹¹⁵ Ibid.

about the division into two committees. The Handbook states: "A sub-committee was formed and named the Publications Committee. This committee will handle the printing and mailing of material for the Award."¹¹⁶ The logical explanation would be that too much time was needed to handle all tasks originally assigned to the Publicity Subcommittee.

The 1981-82, 82-83, and 83-84 chairperson of the Publicity Subcommittee was Lee Meyer, elementary media specialist from West Branch.¹¹⁷ Responsibilities of the Publicity Subcommittee included preparing news articles for the Iowa Media Message, DPI Dispatch, Footnotes, Growth Notes, and AEA newsletters. The subcommittee also kept in touch with the Iowa Talented and Gifted organization, International Reading Association, and Elementary Principals [sic].¹¹⁸ Publishers of the books on the masterlist were informed of the inclusion of their books.¹¹⁹ This subcommittee worked closely with the Conference Committee to prepare for the winning author's appearance at an IEMA conference.¹²⁰

The biggest changes in this subcommittee's function since the beginning year were in the annual production of a videotape designed

¹¹⁶"1980: IEMA Summer Planning Conference at Springbrook State Park, Chronology of the Iowa Educational Media Association Book Award," Iowa Educational Media Association Book Award Committee Handbook, ICCA Materials, IEMA Archives.

¹¹⁷Iowa Children's Choice Award Committee, ICCA Materials, IEMA Archives, 1981-82, 82-83, 83-84 folders.

¹¹⁸"Publicity Subcommittee," Iowa Educational Media Association Book Award Committee Handbook," ICCA Materials, IEMA Archives.

¹¹⁹Ibid.

¹²⁰Ibid.

to be shown to children and promoting the ICCA titles, and of the production and sale of spine labels for current titles and medallions for the five winning titles. The first videotape was presented at the IEMA Spring Conference in 1982.¹²¹ Lee Meyer and her committee were responsible for the production.

In 1983, Andrea Rauer, a member of the Publicity Subcommittee, agreed to head an ad hoc committee

responsible for producing labels to identify ICCA titles. Gold labels were printed for the annual winners and yellow labels matching the 1983-84 brochures were printed for the books on the 1983-84 reading list. Sales began at the Spring IEMA Conference: Gold medallions @2.00 pkg. of 5 labels and yellow spine labels @1.00 pkg. for 25 labels. The profits were submitted to IEMA.¹²²

Publications Subcommittee

The newest subcommittee, created after the first year of the ICCA existence, was Publications. This subcommittee was responsible for designing all printed materials and getting the actual printing, labeling, and packaging done on all mailings.¹²³

Pat Bernard, elementary media specialist from Wheatland, assumed leadership of this subcommittee in June, 1980, at Springbrook.

¹²¹"1982: ICCA Publicity Committee Produces Videotape, Chronology of the Iowa Educational Media Association Book Award," Iowa Educational Media Association Book Award Committee Handbook, ICCA Materials, IEMA Archives.

¹²²"1983: ICCA Publicity Committee Produces Labels, Chronology of the Iowa Educational Media Association Book Award," Iowa Educational Media Association Book Award Committee Handbook, ICCA Materials, IEMA Archives.

¹²³"Publications Subcommittee," Iowa Educational Media Association Book Award Committee Handbook, ICCA Materials, IEMA Archives.

She was head of the subcommittee for the 1980-81 and 1981-82 school years.¹²⁴ For the 1982-83 and 1983-84 school years, Pat Middleswart, elementary media specialist from Dike, and Carolyn Byall, elementary media specialist from Jesup, were co-chairpersons of the subcommittee.¹²⁵

A timeline was very important for this subcommittee because two mailings were to be designed, prepared, labeled, and sent for each year of operation.¹²⁶ One mailing, consisting of a cover letter explaining the award, a brightly colored brochure describing the award and listing the masterlist titles and a form to complete indicating intention to participate in the program for the following year was sent in November by AEA van mail to each attendance center in Iowa schools housing any of grades three through six. For example, the November, 1982, mailing included the masterlist for 1983-84 and the participation form for the 1983-84 school year. The other mailing, consisting of a cover letter welcoming participating schools to the program, bookmarks for each potential participant, a sample ballot form to be used for voting by the students, a tally sheet for recording students' votes and submitting them, a news release for possible inclusion in local newspapers, promotional ideas to use with the award, and some additional brightly colored brochures, sent to all

¹²⁴Iowa Children's Choice Award Committee, ICCA Materials, IEMA Archives, 1980-81 and 1981-82 folders.

¹²⁵Statement by Pat Middleswart, elementary media specialist, personal interview, Dike, Iowa, December 10, 1984.

¹²⁶"Publications Subcommittee," Iowa Educational Media Association Book Award Committee Handbook, ICCA Materials, IEMA Archives.

participating centers, was packaged and ready for delivery to the schools via the AEA van mail in early September.¹²⁷ For example, those schools which had returned the participation form after the November, 1982, mailing received this packet in September, 1983. In preparation for the mailings, the brochure was designed and approved by the chairperson, the paper selected and the printing arranged.¹²⁸

A slight change occurred in the fall mailing of 1982, with a statement added to the cover letter, urging participating schools to have a majority of the titles on the masterlist, but not recommending that all schools purchase all titles. The mailing prepared for schools in the fall of 1983 no longer included the news release or promotional suggestions.¹²⁹

One major change occurred within this subcommittee in the fourth year of operation, due to the increase in the cost of paper. Bookmarks had always been sent to each participating center, in numbers corresponding to the number of potential participants estimated to be involved in the program. By the fourth year, top quality paper, stiff enough to be of bookmark stock, had become too expensive for the ICCA committee's budget. Inferior paper was used and experience showed it was not satisfactory.¹³⁰ When plans were being made for the fifth year, the individual bookmarks were abandoned, and instead each attendance center was sent a bookmark master, to be used for

¹²⁷ Ibid.

¹²⁸ Ibid.

¹²⁹ Correspondence to Library Media Specialists from IEMA Book Award Committee, November 1, 1982, ICCA Materials, IEMA Archives, 1982-83 folder.

¹³⁰ Statement by Pat Middleswart, elementary media specialist, personal interview, Dike, Iowa, December 10, 1984.

reproduction by the individual schools.¹³¹ Before this change took place, it was discussed at the 1983 Springbrook committee meeting and approved by the attending members.¹³²

Masterlist Subcommittee

The Masterlist Subcommittee continued to be headed by Lois Miller during the second year of operation, with Linda McGrew, media specialist from Cedar Rapids, working closely in a co-chairperson capacity.¹³³ Then during the 1981-82, 82-83, and 83-84 school years, McGrew was chairperson.¹³⁴

Before the second year of operation, Miller had again asked for suggestions for the masterlist by placing a notice in the Iowa Media Message,¹³⁵ although some suggestions also came in when final votes on the first year's masterlist were sent in. After the second year, all suggestions came from students and media specialists, submitted on the tally sheets when votes were sent in.

Responsibilities of this subcommittee included: compiling a preliminary list of titles from which the final masterlist would be chosen; weeding out titles which did not meet the stated criteria for the award; reading the titles on the preliminary list; and selecting

¹³¹ Ibid.

¹³² Ibid.

¹³³ Statement by Linda McGrew, elementary media specialist, telephone interview, Cedar Rapids, Iowa, September 16, 1984.

¹³⁴ Iowa Children's Choice Award Committee, ICCA Materials, IEMA Archives, 1981-82, 82-83, and 83-84 folders.

¹³⁵ "Children's Choice Book Award Wants You," Iowa Media Message, 7:6, March, 1979.

the final titles to be on the masterlist.¹³⁶ During the first four years, no specific number of titles to be read by the subcommittee was required, but during the fifth year of operation, subcommittee members were required to read one-third of the titles on the preliminary list.¹³⁷

The timeline for doing the above tasks ran continuously, with one year's tasks ending just before the next year's needed attention.¹³⁸ This subcommittee was responsible for getting copies of the final masterlist to the chairperson of the committee and to the Publicity and Publications Subcommittees so that brochures and book-marks could be designed and mailings could go out in November for the following year's list. For example, the subcommittee members had to read and decide on the final list of books for 1983-84 by mid-July of 1982.¹³⁹

One of the major changes of the ICCA during the evolution of the award took place in the Masterlist Subcommittee. McGrew, upon assuming the chair of the subcommittee, was concerned about the method of choosing books for the masterlist. When she was working with Miller, McGrew noted that there was "no quantitative or objective way

¹³⁶"ICCA Masterlist Subcommittee," Iowa Educational Media Association Book Award Committee Handbook, ICCA Materials, IEMA Archives.

¹³⁷Statement by Linda McGrew, elementary media specialist, telephone interview, Cedar Rapids, Iowa, September 16, 1984.

¹³⁸"ICCA Masterlist Subcommittee," Iowa Educational Media Association Book Award Committee Handbook, ICCA Materials, IEMA Archives.

¹³⁹Ibid.

to come up with the final list of titles."¹⁴⁰ McGrew recalls, "I decided at that time that there needed to be some more objective, less subjective, way of coming up with a final list, and I created the rating scale that we're using now."¹⁴¹ The members of the Masterlist Subcommittee rated each book they read on a scale of 1 to 5, in order to objectively rank the desirability of placing that particular book on the final masterlist. The committee members were asked to rate books using the following scale:

5--should definitely be on the final masterlist

4--should be on if there is room

3--could go either way

2--probably should not be on the list

1--should definitely not be on the list¹⁴²

Also under McGrew's leadership, a specified number of books in the preliminary list was required to be read by the members on the subcommittee by a deadline set by the subcommittee chairperson, so that decisions could be objectively made on the final list of books. Previously, subcommittee members were not under any obligation to read any of the books.¹⁴³

Award Subcommittee

The Award Subcommittee, made up of one person, was in charge of purchasing the metal bell with wooden handle (see Appendix F) and having it engraved for presentation to the winning author.¹⁴⁴

¹⁴⁰ Statement by Linda McGrew, elementary media specialist, telephone interview, Cedar Rapids, Iowa, September 16, 1984.

¹⁴¹ Ibid.

¹⁴² Ibid.

¹⁴³ Ibid.

¹⁴⁴ "Award Subcommittee," Iowa Educational Media Association

Chris Turnipseed, elementary media specialist in Davenport, was the chairperson for this subcommittee from the 1980-81 school through 1983-84.¹⁴⁵ The cost of purchasing and having the bell engraved in 1982 was \$31.18;¹⁴⁶ in 1984, the cost was \$57.00.¹⁴⁷

IEMA Budget Support

Table 1 shows the budget of the Book Award Committee and the actual amount spent each year. The amounts spent during the preliminary years, 1977-78 and 1978-79, were quite small, although the IEMA Board approved larger budgets for the committee. Then, due to an increase in printing costs, the committee overspent the budget for two consecutive years, 1979-80 and 1980-81. In 1982-83, the decision to print bookmarks on an inferior quality of paper decreased the spending for printing; and in 1983-84, the supplying of bookmarks in quantity was dropped completely, with schools being provided with a bookmark master to use in duplicating their own bookmarks.

Book Award Committee Handbook, ICCA Materials, IEMA Archives.

¹⁴⁵ Iowa Children's Choice Award Committee, ICCA Materials, IEMA Archives, 1980-81, 81-82, 82-83, 83-84 folders.

¹⁴⁶ Committee Report to the Board of Directors, February 27, 1982, ICCA Materials, IEMA Archives, 1981-82 folder.

¹⁴⁷ Expenditures Fiscal Year, 1983-84, ICCA Materials, IEMA Archives, 1983-84 folder.

Table 1

Book Award Committee's Budget and Actual Expenditures
for the Years 1977-78 through 83-84

Year	Budgeted	Actual Expenditures
1977-78 ^a	\$150.00	\$57.33
1978-79 ^b	\$200.00	\$23.90
1979-80 ^c	\$500.00	\$701.38
1980-81 ^d	\$500.00	\$800.60
1981-82 ^e	\$1000.00	\$614.86
1982-83 ^f	\$950.00	\$470.23
1983-84 ^g	\$700.00	\$362.56

^a"IEMA Budget," Iowa Media Message, 6:11, December, 1977;
"Results of Springbrook Conference Announced," Iowa Media Message,
7:3, October, 1978.

^b"Results of Springbrook Conference Announced," ibid.; "IEMA
Budget Approved," Iowa Media Message, 8:10-11, December, 1979.

^c"IEMA Budget Approved," ibid.; IEMA Treasurer's Final Report,
June 30, 1980, IEMA Archives.

^d"Treasurer's Report," Iowa Media Message, 10:17, October,
1981.

^e"Treasurer's Report," Iowa Media Message, 10:19, May/June,
1982; "1982: IEMA Summer Planning Conference at Springbrook State
Park, Chronology of the Iowa Educational Media Association Book
Award," Iowa Educational Media Association Book Award Committee Hand-
book, ICCA Materials, IEMA Archives.

^f"Treasurer's Report," Iowa Media Message, 11:20, December,
1982; IEMA Treasurer's Final Report, June 30, 1983, IEMA Archives.

^gBudget Form, Book Award Committee, ICCA Materials, IEMA
Archives, 1983-84 folder; Budget Form, Expenditures Fiscal Year,
1983-84, ICCA Materials, IEMA Archives, 1983-84 folder.

The expenditures were consistently for postage, supplies, printing, the award itself, telephone expenses, post office box rental, and clerical help.

Award Winners

The book, How to Eat Fried Worms, was the first ICCA winning title in 1979-80. Thomas Rockwell was the author, and the award given him was discussed under The First Year of the Award.

The second ICCA was awarded to Katherine Paterson for her book, The Great Gilly Hopkins. Paterson's book received 2,715 votes (11.97 percent) out of a total of 22,676 votes cast.¹⁴⁸ According to a letter from Lauren Wohl, assistant director of library promotion for Crowell Junior Books, Severson called Paterson's publisher in February, 1981, with the exciting news of the award.¹⁴⁹ Wohl then called Paterson on February 22.¹⁵⁰ Paterson responded with a letter to the Iowa children (see Appendix D) in which she thanked them for honoring her book. "I'm delighted that so many of you liked Gilly. It is even better to realize that 35,000 third to sixth graders have been doing a lot of reading lately," she wrote.¹⁵¹

¹⁴⁸ 1980-81 Voting Results for the Iowa Children's Choice Award, ICCA Materials, IEMA Archives, 1980-81 folder.

¹⁴⁹ Letter to Pat Severson from Lauren L. Wohl, Assistant Director, Library Promotion, Crowell Junior Books, February 23, 1981, ICCA Materials, IEMA Archives, 1980-81 folder.

¹⁵⁰ Letter to Pat Severson from Katherine Paterson, n.d., ICCA Materials, IEMA Archives, 1980-81 folder.

¹⁵¹ Letter to the Participants of Iowa Children's Choice Award from Katherine Paterson, March 5, 1981, ICCA Materials IEMA Archives, 1980-81 folder.

At the IEMA Board meeting in Cedar Rapids on March 21, 1981,

Ruehbling [sic] moved that Severson be authorized to enter into a contract with Katherine Paterson to appear at the 1982 Spring Conference for a fee, not including expenses, not to exceed \$500. Motion carried.¹⁵²

Paterson was able to attend the April, 1982, Spring Conference and was the featured speaker at the Friday General Session meeting, following the banquet.¹⁵³ She also attended the authors' reception before the banquet where she signed autographs,¹⁵⁴ and on Saturday morning, she attended the kindergarten-through-sixth grade interest level meeting with elementary media specialists.¹⁵⁵

In the 1981-82 ICCA contest, Bunnacula, written by Deborah and James Howe, won, receiving 4,253 votes (17.13 percent), out of a total of 24,823 votes. Severson sent James Howe a letter on February 24, 1982, telling him of the award. He responded by sending a letter to Severson, thanking her, the Iowa Educational Media Association and the children of Iowa for the award.¹⁵⁶ He mentioned in that letter that his "late wife, Deborah, and I greatly enjoyed writing the book."¹⁵⁷ He continued:

¹⁵²Minutes of IEMA Board meeting, March 21, 1981, IEMA Archives, 1981-82 folder.

¹⁵³Iowa Educational Media Association 1982 Conference program, p. 27.

¹⁵⁴Ibid., p. 26.

¹⁵⁵Ibid., p. 28.

¹⁵⁶Letter to Pat Severson from James Howe, March 29, 1982, ICCA Materials, IEMA Archives, Correspondence from James Howe, 1981-82 Choice Award folder.

¹⁵⁷Ibid.

The Iowa Children's Choice Award is a true indicator of BUNNICULA's popularity in Iowa. It makes me wish I could run right out there from New York, where I live, and personally thank each boy and girl who voted for the book.¹⁵⁸

A letter from Howe to Severson, dated April 13, 1982, stated his desire to attend the IEMA Conference in 1983, and he mentioned that his speaking fee was \$150 per day.¹⁵⁹ In a letter dated April 26, he said that he would be willing to attend two days of the conference for \$250.00.¹⁶⁰ In preparation for attending the Spring IEMA Conference, Howe wrote a newsy, personal letter to Susan Hayes, Ames media specialist in charge of arranging Howe's appearance. The letter, dated October 8, 1982, explained that Deborah had died of cancer in 1978, shortly after Bunnicula was written.¹⁶¹ Copies of Howe's correspondence are included in Appendix D.

Howe was the guest at a Norwalk middle school on Friday afternoon, March 25, 1983, where he spoke with students who had participated in the 1981-82 ICCA. He answered questions and signed autographs for approximately forty-five minutes.¹⁶² Then on Friday

¹⁵⁸ Ibid.

¹⁵⁹ Letter to Pat Severson from James Howe, April 13, 1982, ICCA Materials, IEMA Archives, Correspondence from James Howe, 1981-82 Choice Award folder.

¹⁶⁰ Letter to Pat Severson from James Howe, April 26, 1982, ICCA Materials, IEMA Archives, Correspondence from James Howe, 1981-82 Choice Award folder.

¹⁶¹ Letter to Susan Hayes from James Howe, October 8, 1982, ICCA Materials, IEMA Archives, Correspondence from James Howe, 1981-82 Choice Award folder.

¹⁶² Statement by Pat Middleswart, elementary media specialist, personal interview, Dike, Iowa, December 10, 1984.

evening he was the speaker at the IEMA banquet. On Saturday morning, he attended the elementary interest level meeting from 9:00-10:00.¹⁶³

The fourth year of the ICCA found the winning book to be Superfudge, written by Judy Blume.¹⁶⁴ According to the voting tally, Superfudge received 13,148 votes out of 38,554 votes cast, or 34 percent.¹⁶⁵ Blume wrote a letter, dated March 8, 1983, to her "friends in Iowa," saying

I am delighted to learn that I have won the 1983 Iowa Childrens' [sic] Choice Award for SUPERFUDGE. It is a very great honor, and very special to me because it comes straight from you.¹⁶⁶

Lucille Lettow received a letter from Mary Pinto, Blume's assistant, stating that Blume had previously made a videotape which explained "how she came to write SUPERFUDGE, and can be a way of thanking the children in person" for the award.¹⁶⁷ Blume declined the invitation to attend the IEMA Conference in person. The letter was mailed to her in April, 1983.¹⁶⁸

¹⁶³Iowa Educational Media Association Program, 1983 Conference, p. 22.

¹⁶⁴Tally Form for 1982-83 Iowa Children's Choice Award, Revised February 16, 1983, ICCA Materials, IEMA Archives, 1982-83 folder.

¹⁶⁵Ibid.

¹⁶⁶Letter to Friends in Iowa from Judy Blume, March 8, 1983, ICCA Materials, IEMA Archives, 1982-83 folder.

¹⁶⁷Letter to Lucille Lettow, ICCA Chair, from Mary Pinto, March 8, 1983, ICCA Materials, IEMA Archives, 1982-83 folder.

¹⁶⁸"1983: Award Mailed to Author, Chronology of the Iowa Educational Media Association Book Award," Iowa Educational Media Association Book Award Committee Handbook, ICCA Materials, IEMA Archives, IEMA Book Award Committee Handbook folder.

The fifth winning title of the ICCA was Nothing's Fair in Fifth Grade, written by Barthe DeClements.¹⁶⁹ Lucille Lettow called Viking Press and talked with the promotion manager and children's book editor when the final votes were in and tallied.¹⁷⁰ Upon receiving the news of the award, DeClements wrote a letter to the children of Iowa (see Appendix D), dated March 1, 1984, saying

Of all the awards I could receive, a children's choice award is the one I value most. I wrote the book for you and I'm delighted that you like it . . . Thank you so much for your Iowa Children's Choice Award. It made my heart warm.¹⁷¹

DeClements' book received 4,531 votes (14.37 percent) out of a total of 31,533 votes cast.¹⁷²

DeClements attended the IEMA 1985 Spring Conference in Waterloo in April. She was present for the authors' reception on Friday evening from 5:00-6:30, and was the featured breakfast speaker on Saturday morning at 8:00.¹⁷³

¹⁶⁹Results of the 1983-84 Iowa Children's Choice Award, ICCA Materials, IEMA Archives, 1983-84 folder.

¹⁷⁰Letter to Pat Severson from Lucille Lettow, February 27, 1984, ICCA Materials, IEMA Archives, 1983-84 folder.

¹⁷¹Letter to Children of Iowa, from Barthe DeClements, winner of 1983-84 ICCA, March 1, 1984, ICCA Materials, IEMA Archives, 1983-84 folder.

¹⁷²Results of the 1983-84 Iowa Children's Choice Award, ICCA Materials, IEMA Archives, 1983-84 folder.

¹⁷³"13th Annual IEMA Conference," 1985 Spring Conference Brochure.

Participation in the Award by Schools and Children
- AEA and State Totals

Statistics were gathered to determine the number of school districts, the number of individual school buildings housing grades three through six, and the number of students that were involved in the ICCA for the first five years. Three sources were used in compiling the statistics. The Department of Public Instruction furnished the enrollment figures on numbers of students in grades three through six, in public as well as nonpublic schools. The participation lists from the ICCA archives were used, and the Iowa Educational Directory was examined to get district and building information for the 1979-80 school year through 1983-84.

Because the fifteen AEA's supported the award in a variety of ways and they make a convenient geographical break-down for the analysis of statistics, comparisons of participants among the AEA's and the five years of operation in each AEA were made. The growth of the award was examined through percentages given for each AEA and for each year. Tables 2 through 5 show the numbers and percentages of school districts involved in the ICCA, the numbers and percentages of individual school buildings involved, the numbers and percentages of participating nonpublic schools, and the numbers and percentages of school children who were potential participants. A map showing the division of the state of Iowa into the fifteen AEA's is included in Appendix G.

Public School Districts

Table 2 shows the percentages of participating public school districts by AEA's. The biggest range in percent of districts

Table 2
Number of Public School Districts;^a Numbers and Percentages^b
Of Participating School Districts

AEA	No. of Districts	1979-80		1980-81		1981-82		1982-83		1983-84	
		No. of participating districts	%	No. of participating districts	%	No. of participating districts	%	No. of participating districts	%	No. of participating districts	%
1	27	5	18	12	44	10	37	8	30	9	33
2	28	6	21	12	43	13	46	21	75	20	72
3	26 ^c	2	8	7	27	11	42	11	42	14	56
4	21 ^d	4	19	8	38	10	50	8	40	9	45
5	45	4	9	12	27	13	29	11	24	13	29
6	22 ^e	7	32	8	38	9	43	11	52	10	48
7	26	4	15	11	42	11	42	14	54	13	50
9	24	11	46	15	63	18	75	18	75	18	75
10	39	13	33	17	44	19	49	30	77	24	62
11	63 ^f	11	17	25	40	27	43	22	35	37	60
12	30 ^g	7	23	15	52	14	50	19	68	14	50
13	33	7	21	11	33	10	30	14	42	14	42
14	22	3	14	6	27	7	32	7	32	7	32
15	26	4	15	7	27	8	31	2	8	11	42
16	13	0	0	3	23	0	0	8	62	7	54
Totals	445	88	20	169	38	180	41	204	46	220	50

^aNumber of school districts was determined from Iowa Educational Directory, 1979-1984.

^bPercentages are rounded to the nearest whole number.

^cPercentage of participating districts based on a total of 25 for 1983-84.

^dPercentage of participating districts based on a total of 20 for 1981-82, 82-83, 83-84.

^ePercentage of participating districts based on a total of 21 for 1980-81, 81-82, 82-83, and 83-84.

^fPercentage of participating districts based on a total of 62 for 1983-84.

^gPercentage of participating districts based on a total of 29 for 1980-81, and a total of 28 for 1981-82, 82-83, and 83-84.

participating occurred in 1981-82, 0 percent (AEA 16) to 75 percent (AEA 9). The largest increase in percentage of districts occurred within AEA 15, 0 percent in 1979-80 to 62 percent in 1982-83. The smallest range, 18 percent, occurred in AEA 14.

The percentages of school districts participating in two AEA's, AEA 9 and AEA 14, were identical for three consecutive years. Districts in AEA 9 had the distinction of having the highest percent of participation throughout the award, except for 1982-83 when districts in AEA 10 exceeded the districts in AEA 9 by 2 percent. Between the first two years of operation, the percentages of school districts participating in the award showed no decline in any AEA. The largest increase came in the school districts in AEA 12, where participation rose 29 percent.

Between 1980-81 and 1981-82, the school districts in AEA's 1, 12, 13, and 16 showed a decline in participation. On the other hand, the school districts in ten AEA's showed an increase in participation. The school districts in AEA 3 showed the biggest increase, going from 27 percent to 42 percent. AEA 7 remained the same.

Between 1981-82 and 1982-83, the participation of school districts in three AEA's remained the same. School districts in five AEA's decreased their participation, and seven districts showed an increase with AEA 16 leading with a 62 percent increase. By the fifth year, school districts in six AEA's registered an increase in their participation over the previous year, six showed a decrease, and three remained the same.

In comparing the first year with the last year, Table 2 shows that the school districts in two AEA's increased their participation by more than 50 percent while school districts in nine AEA's added more than 25 percentage points to their level of participation. In only five AEA's was school district participation increased by less than 25 percent. Overall the largest percentage increase occurred between 1981-82 and 1982-83 when participation in school districts in AEA 16 jumped 62 percent. The largest decrease was 23 percent, occurring in the participation of school districts in AEA 16 between the second and third years, and in AEA 15 between the third and fourth years.

According to the totals, Iowa lost six districts due to mergers. The total number of participating districts grew from eighty-eight in the first year of the award to two hundred twenty in the fifth year, from 20 percent to 50 percent. Participation in the award showed an increase each year, with the biggest increase, 18 percent, coming between the first and second years.

Nonpublic Schools

The nonpublic schools were not very active during the first year of the ICCA, as Table 3 shows. Only nonpublic schools in four AEA's participated in 1979-80, with a total of six schools, representing 3 percent of the schools. By 1983-84, the percentage of participating nonpublic schools had risen to 15 percent, with twenty-nine schools out of a possible one hundred ninety-nine participating and scattered among ten AEA's. Nonpublic schools in three of the original four AEA's continued in the program during all of the five years. Nonpublic schools in one AEA, AEA 12, were active for four consecutive years and then dropped their participation.

Table 3
Number of Nonpublic Schools;^a Number^b and Percentages^c
Of Participating Schools

AEA	1979-80			1980-81			1981-82			1982-83			1983-84		
	No. of schools	No. of participating schools	%	No. of schools	No. of participating schools	%	No. of schools	No. of participating schools	%	No. of schools	No. of participating schools	%	No. of schools	No. of participating schools	%
1	35	0	0	34	2	6	34	6	18	33	8	24	32	5	16
2	7	0	0	7	0	0	7	1	14	8	0	0	8	1	14
3	7	0	0	7	0	0	6	1	14	6	0	0	6	1	17
4	19	0	0	19	1	5	19	1	5	19	1	5	19	2	11
5	12	1	8	12	2	17	11	1	9	11	1	9	11	3	27
6	3	0	0	3	0	0	4	0	0	4	0	0	3	0	0
7	13	0	0	14	3	21	14	5	36	14	4	29	14	6	43
9	17	0	0	18	1	6	18	1	6	18	0	0	18	0	0
10	17	1	6	17	3	18	17	2	12	18	1	6	17	2	12
11	35	2	6	35	7	20	36	7	19	37	7	19	35	5	14
12	15	2	13	15	3	20	15	1	7	15	4	27	15	0	0
13	9	0	0	9	1	11	9	2	22	9	2	22	9	3	33
14	1	0	0	1	0	0	1	0	0	1	0	0	1	0	0
15	4	0	0	4	0	0	4	1	25	5	0	0	5	0	0
16	5	0	0	5	1	20	5	0	0	5	1	20	5	1	20
Totals	199	6	3	200	24	12	200	29	15	203	29	14	199	29	15

^aNumber of nonpublic schools was determined from Iowa Educational Directory, 1979-1984.

^bICCA Materials, IEMA Archives.

^cPercentages are rounded to the nearest whole number.

The biggest percentage range in any of the five years occurred in 1983-84 when the range went from 0 percent (AEA's 6, 9, 12, 14 and 15) to 43 percent (AEA 7). The largest percentage increase within any AEA during the five-year span occurred within AEA 7, the range being 0 percent in 1979-80 to 43 percent in 1983-84. No schools participated in two AEA's, AEA 6 and AEA 14, during the entire five-year span. The schools in one AEA (AEA 15) participated only one year, 1981-82, and had 25 percent participation that one year. Throughout the five-year span, there were always AEA's in which no nonpublic schools participated. In 1979-80 nonpublic schools in eleven AEA's did not participate. In 1980-81 there were still five AEA's with no participating schools. The number dropped to three in 1981-82, but rose to six AEA's with no participating nonpublic schools in 1982-83. The fifth year, there were five AEA's with no participating nonpublic schools.

Between the first two years of operation, participation among nonpublic schools rose from 3 percent to 12 percent, and no AEA showed a decline. The total participation of nonpublic schools rose between the second and third years of operation, although four AEA's showed a loss in the number of schools participating. The nonpublic schools in AEA 11, the AEA with the largest number of nonpublic schools, participated every year and had more schools participating each year, except for 1982-83.

Buildings Housing Grades Three Through Six

Table 4 shows the percentages of participating buildings which housed grades three through six. In the five years covered by the

table, Iowa lost twenty-six buildings housing grades three through six. Fluctuation of the numbers of individual schools was due partly to reorganization within a district, for example, when a district would change a kindergarten-through-third grade school into a kindergarten-through-second grade, or when grade six would be included in a middle school or junior high building, or when a building would be completely closed.¹⁷⁴ Even so, the percentages of participating buildings rose each year from 20 percent in 1979-80 to 43 percent in 1983-84, with the biggest gain, 10 percent, between the first and second years of operation.

The number of individual buildings in thirteen of the fifteen AEA's increased in percentage of participation between the first and second years, with the individual buildings in AEA 1 increasing 26 percent. The number of participating buildings more than doubled in seven AEA's, showing a decline in only two AEA's. Between the second and third years, the number of individual buildings participating in four AEA's declined, increased in eight AEA's, and remained the same in three AEA's. Between the third and fourth years, the number of buildings participating increased in ten AEA's and decreased in five AEA's. Between the fourth and fifth years, the number of buildings participating increased in eight AEA's, decreased in six AEA's, and remained the same in one AEA.

The biggest percentage range in any of the five years occurred in 1981-82, the third year, when no individual buildings in AEA 16

¹⁷⁴Iowa, Department of Public Instruction, Iowa Educational Directory, (Des Moines: The Department), 1979-1984.

Table 4
Participation by School Buildings Housing Grades 3-6
(Number of Eligible Individual Schools;^a Number
Of Participating Individual Schools^b)

AEA	1979-80			1980-81			1981-82			1982-83			1983-84		
	No. of ind. schools	No. of participating ind. schools	%	No. of ind. schools	No. of participating ind. schools	%	No. of ind. schools	No. of participating ind. schools	%	No. of ind. schools	No. of participating ind. schools	%	No. of ind. schools	No. of participating ind. schools	%
1	68	10	15	71	29	41	68	21	31	67	18	27	67	16	24
2	57	13	23	56	25	45	52	23	44	55	34	62	56	28	50
3	40	2	5	41	9	22	41	13	31	42	15	36	42	19	45
4	29	4	14	29	11	38	28	12	43	28	9	32	29	10	34
5	81	4	5	79	13	16	77	15	19	80	11	14	82	13	16
6	46	16	35	47	23	49	45	20	44	43	25	58	42	20	48
7	75	13	17	74	25	34	76	26	34	74	39	53	74	40	54
9	94	26	28	91	46	50	89	53	60	90	55	61	93	59	63
10	111	22	20	113	37	33	111	49	44	105	61	58	105	61	58
11	190	35	18	192	49	26	186	60	32	184	57	31	192	88	46
12	80	32	40	80	20	25	75	20	27	72	47	65	73	45	62
13	76	30	39	75	23	31	72	22	31	71	28	39	71	29	41
14	36	6	17	34	9	26	35	9	26	36	11	31	35	10	29
15	72	4	5	71	8	11	72	9	12	68	3	4	67	12	18
16	41	0	0	43	5	12	42	0	0	41	14	34	42	9	21
Totals	1096	217	20	1096	332	30	1069	352	33	1056	427	40	1070	459	43

^aNumber of eligible individual schools was determined from Iowa Educational Directory, 1979-1984.

^bICCA Materials, IEMA Archives.

participated at all and 60 percent of the individual buildings in AEA 9 participated. The largest percentage increase of individual buildings participating within any AEA during the five-year span occurred within AEA 3 and AEA 12, each having a range of 40 percent. The smallest range of individual buildings participating was in AEA 13, with only a 10 percent variance in the five years. The individual buildings in AEA 12 had the biggest percentage of participation of any of the other AEA's, with 65 percent participating during the fourth year. The schools participating in AEA 3 and AEA 9 had the distinction of always increasing. Never, over the five years, did the number of individual buildings in AEA 3 and AEA 9 show a decline. The number of individual buildings participating in AEA 7 and AEA 10 showed no loss, but for two years remained constant and did not show an increase.

Over the five-year span, schools in one AEA increased their participation by 40 percent, (AEA 3), and the schools in one AEA increased their participation by 2 percent (AEA 13). The average increase of the number of individual buildings participating within an AEA over the five years under study was 21.8 percent.

Children Participating

Table 5 shows the number of children in both public and non-public schools during the five-year span from 1979-80 through 1983-84. The table also shows the number and percentage of children who might be potential participants in the award as gathered from registration forms sent in by schools on which the approximate number of participating students was indicated. It appears that most schools reported enrollment figures for the following year in grades three

Table 5
Number of Children in Public and Nonpublic Schools^a;
Numbers^b and Percentages^c of Children Participating

AEA	1979-80						1980-81						1981-82					
	No. in public schools	No. in private schools	Total	No. participating	%		No. in public schools	No. in private schools	Total	No. participating	%		No. in public schools	No. in private schools	Total	No. participating	%	
1	10,247	4,354	14,601	1,205	8		9,827	4,216	14,043	5,241	37		9,286	4,092	13,378	4,526	34	
2	7,065	550	7,615	2,126	28		6,856	560	7,416	3,095	42		6,636	555	7,191	3,555	49	
3	4,187	679	4,866	245	5		4,127	665	4,792	805	17		3,897	633	4,530	1,333	29	
4	3,423	1,034	4,457	647	15		3,347	1,015	4,362	1,850	42		3,167	979	4,146	1,386	33	
5	8,502	807	9,309	416	4		8,323	808	9,131	2,080	23		7,832	753	8,585	1,784	21	
6	5,838	186	6,024	2,676	44		5,801	191	5,992	4,020	67		5,526	224	5,750	4,068	71	
7	11,853	1,345	13,198	3,150	24		11,425	1,324	12,749	5,424	43		10,864	1,308	12,172	5,969	49	
9	17,654	1,614	19,268	6,337	33		17,195	1,732	18,927	10,076	53		16,531	1,676	18,207	12,506	69	
10	18,747	1,648	20,395	4,005	20		18,422	1,580	20,002	8,381	42		17,331	1,548	18,879	10,363	87	
11	32,554	3,254	35,808	8,425	24		32,110	3,172	35,282	9,498	27		30,606	3,071	33,677	11,835	35	
12	9,154	1,560	10,714	3,145	29		9,213	1,526	10,739	3,198	30		8,940	1,504	10,444	3,001	29	
13	10,542	492	11,034	3,085	28		10,522	494	11,016	3,331	30		10,207	486	10,693	3,697	35	
14	3,787	58	3,845	301	8		3,770	65	3,835	858	22		3,784	58	3,842	946	25	
15	8,061	204	8,265	446	5		8,098	216	8,314	703	8		7,836	246	8,082	1,488	18	
16	6,239	510	6,749	0	0		6,138	510	6,648	675	10		5,822	493	6,315	0	0	
Totals	157,853	18,295	176,148	36,209	21		155,174	18,074	173,248	59,235	34		148,265	17,626	165,891	64,176	40	

^aIowa, Department of Public Instruction, Basic Educational Survey (Des Moines: The Department), 1979-1984.

^bICCA Materials, IEMA Archives.

^cPercentages are rounded to the nearest whole number.

Table 5 (Continued)
Number of Children in Public and Nonpublic Schools^a;
Numbers^b and Percentages^c of Children Participating

AEA	1982-83					1983-84				
	No. in public schools	No. in private schools	Total	No. of participating	%	No. in public schools	No. in private schools	Total	No. participating	%
1	9,036	3,753	12,789	2,944	23	8,639	3,629	12,268	3,940	32
2	6,414	553	6,967	4,622	66	6,138	518	6,656	4,528	68
3	3,804	591	4,395	1,582	36	3,753	574	4,327	2,752	64
4	2,948	991	3,939	1,082	27	2,843	1,010	3,853	1,395	36
5	7,244	717	7,961	1,395	18	6,967	739	7,706	2,063	27
6	5,130	225	5,355	4,089	76	4,891	223	5,114	3,336	65
7	10,221	1,476	11,697	6,919	59	9,983	1,417	11,400	7,708	68
9	15,704	1,573	17,277	11,761	68	15,164	1,481	16,645	13,995	84
10	16,213	1,498	17,711	11,946	67	15,401	1,466	16,867	12,346	73
11	28,813	2,941	31,754	10,720	34	27,365	2,904	30,269	15,405	51
12	8,721	1,461	10,182	7,059	69	8,633	1,453	10,086	6,205	62
13	9,788	506	10,294	4,626	45	9,454	505	9,959	4,357	44
14	3,782	56	3,838	1,085	28	3,739	56	3,795	1,080	28
15	7,481	302	7,783	725	9	7,307	349	7,656	1,785	23
16	5,468	509	5,977	1,890	32	5,233	478	5,711	1,503	26
Totals	140,767	17,152	157,919	72,445	46	135,510	16,802	152,312	82,398	54

^aIowa, Department of Public Instruction, Basic Educational Survey (Des Moines: The Department), 1979-1984.

^bICCA Materials, IEMA Archives.

^cPercentages are rounded to the nearest whole number.

through six as potential participants (see Appendix C) because the number of children who actually voted was always substantially lower.

During the five-year span covered by this study, Iowa's enrollment in grades three through six dropped from 176,148 to 152,312, a decrease of 23,836 students. At the same time, the potential participants of the ICCA grew from 36,209 to 82,398, an increase of 46,189 students.

The schools in AEA 6 registered the biggest percentage of potential participants (44 percent) during the first year of operation. That AEA continued with a strong percentage of participation throughout the entire five-year span, with as high as 76 percent of the population registered as potential participants during the fourth year.

Eighty-seven percent of the children in AEA 10 were potential participants during the third year of the award. That percentage was the overall high. However, the number of children who could potentially participate in AEA 10 declined the following year to 67 percent and during the fifth year rose only to 73 percent.

Another group of potential participants representing a high percentage of all children enrolled in grades three through six was in AEA 9, showing 84 percent during the fifth year. From the first year, when 33 percent of the children were potential participants, to the last year, the schools in AEA 9 always increased their registration except for a slight decrease in 1982-83.

The range of potential participants throughout all fifteen AEA's during the first year of operation was from no participants in AEA 16 to 44 percent participation in AEA 6. During the second year, the range was from 8 percent in AEA 15 to 67 percent in AEA 6. The

following year, 87 percentage points separated the low number, 0 percent in AEA 16, from the all-time high, 87 percent, in AEA 10. In 1982-83, the range was from 9 percent in AEA 15 to 69 percent in AEA 12. In the fifth year of the five-year span the lowest percentage of potential participants was 23 percent in AEA 15 while the high was 84 percent in AEA 9.

The smallest percentage increase of potential participants in the five years within any AEA was 17 percent in AEA 13. The largest increase was registered in AEA 10. The average increase of potential participants over the five-year span within the AEA's was 35 percent.

The number of children registered as potential participants increased in all the AEA's between the first and second years. The largest increase in potential participants was in AEA 1. The smallest increase was registered in AEA 12. The average increase was almost 14 percentage points. However, between the second and third years, the number of children who were potential participants decreased in five AEA's. The number of children who were potential participants in the remaining ten AEA's showed an average increase of 11.6 percent, with AEA 10 registering an increase of 45 percent.

Between the third and fourth years, the number of children registered as potential participants decreased in seven AEA's and increased in eight AEA's. Between the fourth and fifth years the number of children registered as potential participants decreased in four AEA's while ten AEA's showed an increase. The number remained constant in one AEA.

The number of potential participants in three of the AEA's (AEA 2, AEA 3, and AEA 7) always increased throughout the five years.

The number of potential participants in six AEA's (AEA 6, AEA 9, AEA 10, AEA 11, AEA 13 and AEA 15) increased three years, with only one declining year. The number of potential participants in five AEA's (AEA 1, AEA 4, AEA 5, AEA 12 and AEA 16) showed an increase during two of the years and a decrease for two of the years. The number of potential participants in AEA 14 showed an increase for three years and no change between the fourth and fifth years.

The overall total average increase in the number of potential participants in an AEA was 13 percent, and the average decrease was 6.3 percent. For the first time in the fifth year over half (54 percent) of Iowa's school children were potential participants, with 20.7 percent actually voting.

Summary of Potential Participants and Number Voting

Table 6 shows how the award grew over the five-year period. The numbers of students in grades three through six registered to participate are based on figures reported by schools as they filled out the participation forms. The numbers reported as voting are based on counted ballots.

While the number of potential voters increased steadily over the five years, there was a dramatic increase in the number actually voting in the fourth year followed by a drop in the fifth year. It may be that the popularity of one of the books on the masterlist, Superfudge, and its author, Judy Blume, accounts for the increase in voters. In comparison with the other four books Superfudge may be considered a runaway winner, gleaning 13,148 votes (34 percent). Excluding the

Table 6

Grades Three Through Six Enrollment;^a Number of Potential Participants;^b
 Number^c and Percent of Voters
 In the First Five Years

Year	Total # Children	Potential Participants	Total Voting	% of total voting	% of registrants voting
1979-80	176,148	36,209	16,957	9.6	46.8
1980-81	173,248	59,235	22,676	13.1	38.3
1981-82	165,891	64,176	24,823	15.0	38.7
1982-83	157,919	73,574	38,554	24.4	52.4
1983-84	152,312	82,398	31,533	20.7	38.3

^aIowa Department of Public Instruction, Basic Educational Data Survey (Des Moines: The Department), 1979-1984.

^bICCA Materials, IEMA Archives.

^cIbid.

aberrant fourth year the percentage of all Iowa third through sixth graders who voted steadily increased each year.

Chapter 5

SUMMARY, CONCLUSIONS, RECOMMENDATIONS

The purpose of this paper was to write a history of the Iowa Children's Choice Award, based on personal interviews of people involved in the early stage of the award's formation, and on materials in the ICCA Archives housed with the IEMA Archives in the University of Northern Iowa Library. Personal interviews, as well as telephone interviews and the writer's personal experience as a committee member, were used in gathering data. Materials in the archives were examined several times. The result of this study is a history and statistical reports which present an accurate picture of the growth and development of the Iowa Children's Choice Award.

In conducting this study, the researcher found dedicated people committed to a meaningful, worthwhile project. Procedures were well thought out and plans were made and carried through to completion. The original planning was carefully done and the management of the award has remained basically intact. Sixty people served on the ICCA committee over the five-year period, with twenty-one members on the 1979-80 committee and nineteen of those continuing on the committee the following year.

The committee has initiated several public relations items to further promote and make visible the ICCA. The producing of a videotape each year since 1982 has been successful, and the production and sales of medallions to mark the state winner each year, as well as

spine labels to mark all the books on the masterlists have been received well in the schools. Since 1981, except for 1984, the award-winning authors have appeared at the Spring IEMA Conference, speaking at banquets and meeting with small groups.

The award has had an impact on the parent organization, affecting the budget and programming, and except for the decision to stop providing bookmarks, IEMA has given financial support to the committee throughout the five years. Whenever the winning author can schedule attending the spring conference, the program of IEMA has been changed. Working on the committee has involved many members.

Without AEA participation, the award might not be possible because of the necessity of using the AEA contact people for completion of the mailings of information. The AEA's have been most cooperative, publishing items of importance about the award in their newsletters, and distributing materials via their van delivery systems. Three AEA's acted as jobbers for the graphics work, printing, and collating of materials for distribution.

The number of potential participants increased each year, but the number of voters reached an all-time high during the fourth year of the award, and then declined during the fifth year. The percentage of children enrolled in grades three through six who voted increased from 9.6 percent in the first year to 20.7 percent in the fifth year. Superfudge, by Judy Blume, may have attracted an unusually large group of voters (24.4 percent) in the fourth year.

Twenty percent of the public schools were enrolled during the first year of the award, and that percentage increased to 43 percent. Over the course of the five years, all AEA's have had public schools

participating. However, many districts and individual schools are still not participating. During the fifth year, public school districts in seven AEA's were not even participating up to 50 percent. The state total of potential participants by buildings housing grades three through six was only 43 percent, with ten AEA's falling below 50 percent. Roughly only one-half of the buildings are participating.

Recommendations to be made to the ICCA committee would be to make a decision on the types of records which should be kept and to appoint a secretary for all subcommittee and committee meetings, so that accurate minutes could be kept of all meetings. While it was possible to piece together some of the things which happened at subcommittee and committee meetings, and to generate records, some information was based on people remembering things, and memories are not always accurate. Assumptions, in some cases, had to be made about decisions made at committee meetings.

Decisions need to be made about what each subcommittee chairperson's responsibilities are for submitting material to the chairperson and ultimately to be submitted for keeping in the archives. A policy needs to be established which clearly indicates what should go into the archives and in what form it needs to be. A general call should be issued for persons who have been involved in the ICCA in the past to submit any materials which they may have retained and which may add to the colorful picture of the ICCA. Someone needs to be in charge of seeing that conference records about the authors' expenses are gathered and placed in the ICCA materials. Someone needs to "bird dog" the authors at the conferences and write an account of what goes on formally as well as informally with the authors during the entire time

of their visits. Someone needs to be appointed secretary at the elementary level interest meetings. An historian needs to be appointed to keep a compilation of accurate records and to be in touch with the chairperson of the committee to see that all needed items have been gathered.

Some information in the archives was not dated. Labels of materials sometimes did not have correct bibliographic information. Some information had been copied and both copies left in the archives. Some suggestions, therefore, for items to consistently be added to the archives, in addition to what has been kept include: minutes of all subcommittee and committee meetings; expenses of all subcommittees and the committee; minutes of board decisions affecting ICCA; discussion by the board on any issues affecting ICCA; budget approved by the board; conference correspondence and planning involving the ICCA winning authors; notes of authors' visits and meetings at IEMA conferences; voting statistics by AEA's; and videotapes made to promote books on the ICCA masterlists.

If statistics could be more accurately gathered, data would be more meaningful. The researcher would suggest asking for a more accurate number of students anticipated to participate instead of a "ball park" figure. Then possibly the number of children voting would be a larger percentage of the number of children who were potential participants.

The researcher found that some schools who voted had not registered to participate. Some media specialists registered only the school in which they get their mail and failed to list other participating schools which were in their district or in which they were the

media specialist. This throws off the count of participating schools. Somehow, records need to show which individual schools are registered and which vote. An attempt should be made to clarify mailing materials so that districts with more than one building would list all buildings which intend to participate. If a computer file could be created, showing the AEA, the district, the building with address and grades housed in the building, the number of potential participants, and the number of votes, confusion on registration and keeping voting tallies could possibly be cut down. If individual schools would send in separate voting records, more accurate statistics could be kept.

The researcher also noted that some schools had students voting more than once, that some schools made up their own rules about how many books a child must read before being allowed to vote, and at least one school with no students in grades three through six submitted votes (see Appendix H).

Some interesting studies branching from this research could be a follow-up on participating schools to answer several questions: why more students are not voting; the reason for fluctuating participation percentages; is there a correlation between schools which participate and schools which have media specialists; why have schools been in the award and dropped out, and do some schools have a higher percentage of votes and, if so, are there identifiable characteristics to account for it. Comparison of the ICCA with other state awards is another possible area of research.

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- "Synopsis of Board Meetings: July 14, 1977." Iowa Media Message, 6:10, October, 1977.
- "Treasurer's Report." Iowa Media Message, 10:17, October, 1981.

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"Treasurer's Report." Iowa Media Messade, 11:20, December, 1982.

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University of Colorado. School of Education. Personal correspondence between Dr. William J. Curtis, Director of Colorado Children's Book Award Program, and Helen Jordan, Director of the Library, Columbia College, Columbia, South Carolina. April 21, 1978.

Personal Interviews

Deskin, Leone. Personal interview. Harlan, Iowa, August 6, 1984.

Lettow, Lucille. Personal interview. Cedar Falls, Iowa, February 18, 1985.

McGrew, Linda. Personal interview. Cedar Rapids, Iowa, September 16, 1984.

McGrew, Mary Lou. Personal interview. Cedar Falls, Iowa, November 19, 1984.

Meier, Pat. Personal interview. Davenport, Iowa, September 14, 1984.

Middleswart, Pat. Personal interview. Dike, Iowa, December 10, 1984.

Miller, Lois. Personal interview. Davenport, Iowa, September 14, 1984.

Severson, Pat. Personal interview. Springbrook State Park, Iowa, June 9, 1984.

Williams, Mary. Personal interview. Sigourney, Iowa, September 14, 1984.

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Iowa. Department of Public Instruction. Basic Educational Data Survey. Des Moines, Iowa, 1979-1984.

Iowa. Department of Public Instruction. "Elementary Library Media Round Robin Round-up of Ideas." Des Moines, Iowa, October, 1976. (Mimeographed.)

Iowa. Department of Public Instruction. Iowa Educational Directory. Des Moines, Iowa, 1979-1984.

Iowa Educational Media Association Publications

Iowa Educational Media Association Book Award Committee Handbook.

Iowa Educational Media Association Conference Programs, 1979-1984.

Iowa Educational Media Association Membership Handbook, 1979-1984.

Iowa Educational Media Association Archives

IEMA Treasurer's Final Report. June 30, 1980.

IEMA Treasurer's Final Report. June 30, 1983.

Minutes of IEMA Board Meeting. March 21, 1981. 1981-82 folder.

Iowa Children's Choice Award
Iowa Educational Media Association Archives

1977-78 folder

Agenda for 8:30 A.M. Committee Meeting, December 3, 1977.

Article Sent to AEA's, April, 1978, from Leone Deskin.

Article Which Appeared in Each AEA's October Bulletin.

Attendance Sheet Signed by Participating Members at the Elementary Session Meeting, November 4, 1977.

Excerpts from a Report of the Elementary Level Meeting at the 1977 IEMA Fall Conference to Don Rieck, IEMA President, from Leone Deskin, Book Award Chair.

Personal Correspondence between Leone Deskin, Chair of Book Award Committee and Members of the Committee, March, 1978.

Report of Elementary Level Meeting to Don Rieck, IEMA President, from Leone Deskin, Book Award Chair.

Report of Publicity Committee, April, 1978.

Report on Progress of Book Award, IEMA 1978 Spring Convention Handout.

Report to the Committee for the Iowa Children's Book Award from Leone Deskin, October, 1977.

Results of the Meeting of the Children's Book Award Committee, December 3, 1977.

1978-79 folder

Announcing Iowa Children's Choice Award.

Personal Correspondence between Dianne Woodard, AEA Media Specialist and Pat Severson. January 23, 1979.

Report Submitted to Leone Deskin about Book Award Publicity Committee Meeting held on September 11, 1978, in AEA 2.

1979-80 folder

Action Plan for 1980-81.

Franklin Watts, Inc., Publishers. Personal Correspondence between Leslie Ross, Publicity Manager, and Pat Severson. March 6, 1980.

Personal Correspondence between Thomas Rockwell, Winner of 1979-80 ICCA, and the children of Iowa. April 11, 1980.

Personal Correspondence between Thomas Rockwell, Winner of 1979-80 ICCA, and Pat Severson. March 8, 1980.

Problems Mentioned by Elementary Level Persons Attending Concurrent Session on ICCA at 1980 Spring IEMA Conference.

Results of the 1979-80 Iowa Children's Choice Award.

1980-81 folder

Action Plan, 1981-82.

Crowell Junior Books. Personal Correspondence between Lauren L. Wohl, Assistant Director, Library Promotion, and Pat Severson. February 23, 1981.

Iowa Children's Choice Award Committee.

1980-81 Voting Results for the Iowa Children's Choice Award.

Personal Correspondence between Bill Oglesby and Leone Deskin. n.d.

Personal Correspondence between Katherine Paterson and Pat Severson.
n.d.

Personal Correspondence between Katherine Paterson and the Participants
of Iowa Children's Choice Award. March 5, 1981.

Personal Correspondence between Leone Deskin and Lucille Lettow.
December 16, 1980.

Report Submitted at IEMA Board Meeting, September 13, 1980.

1981-82 folder

Book Award Committee.

Committee Report to the Board of Directors. February 27, 1982.

Iowa Children's Choice Award Committee.

Minutes of IEMA Board Meeting. March 21, 1981.

Personal Correspondence between James Howe, ICCA 1981-82 Winner, and
Pat Severson. March 29, April 13, and April 26, 1982.

Personal Correspondence between James Howe, ICCA 1981-82 Winner, and
Susan Hayes. October 8, 1982.

1982-83 folder

Action Plan, 1982-83.

Correspondence from IEMA Book Award Committee to Library Media
Specialists. November 1, 1982.

Iowa Children's Choice Award Committee.

Personal Correspondence between Judy Blume and Friends in Iowa. March
8, 1983.

Personal Correspondence between Mary Pinto and Lucille Lettow. March
8, 1983.

Tally Form for 1982-83 Iowa Children's Choice Award, Revised February
16, 1983.

1983-84 folder

Action Plan, 1983-84.

Budget Form. Book Award Committee

Budget Form. Expenditures Fiscal Year, 1983-84.

Committee Progress Report No. 3, to IEMA President, from Lucille Lettow.
January 18, 1984.

Expenditures Fiscal Year, 1983-84.

Iowa Children's Choice Award Committee.

Personal Correspondence between Barthe DeClements and Children of Iowa.
March 1, 1984.

Personal Correspondence between Lucille Lettow and Pat Severson.
February 27, 1984.

Results of the 1983-84 Iowa Children's Choice Award.

APPENDIX A

INTERVIEW QUESTIONS

Questions asked of Leone Deskin and Pat Severson:

With whom did the idea of an award given by children for the state of Iowa originate?

When was the idea first shared?

What was the initial response to such an award?

Had any background research been done on other state awards?

Were other states involved in a readers' choice award contacted?

Were any of the ideas original or all gleaned from other states?

Who were the early volunteers to offer help?

What was the initial steps in getting the award off the ground?

As chairperson, the first years (Deskin), what were your duties?

How was the idea presented to the IEMA board?

Did you try to get a sponsor such as Kansas has through Emporia State University?

Do you remember any specific positive or negative comments about such an endeavor?

Was there opposition to such an award?

Who decided objectives and guidelines?

Why were grades three through six the chosen grades?

Who decided the books on the very first list?

Who are other people who should be interviewed concerning formative and early leadership years?

Did you have regrets about the award as it started?

How long did it take from the inception to the implementation of the award?

Who were the members of your initial committees?

When and how did subcommittees develop?

What problems did you encounter in the early years of the award?

Questions asked of Mary Williams:

When did you first hear about the award?

What was your responsibility on the original committee?

From whom did the suggestion for the name "Iowa Children's Choice Award" come?

What other suggestions for names did you receive?

What has been your part on the committee since your responsibility on the original committee?

What was your feeling about the workings of the original committee?

How did that committee accomplish its goals and keep the committee members informed about committee activity?

What was the feeling of the individual members about the award?

Were any negative comments ever heard about the award?

Who were the other people on your subcommittee?

Questions asked of Lois Miller:

When did you first hear about the reader's choice award for children in Iowa?

How did you get involved in the original committee?

What were your duties on the original committee?

How was the first masterlist formulated?

Whom did you ask for ideas on books to include on the masterlist?

Who was on your committee that first year?

How long were you head of the masterlist committee?

When did Linda McGrew take over the head of the masterlist committee?

Did you have any problems as you tried to work through the suggestions given for books?

Was there a rating system of any kind when you were chair?

How did you communicate committee information with your committee members?

Questions asked of Pat Meier:

What do you remember about the meeting in March, 1977, in Omaha, where the idea for a reader's choice award first came up publicly?

What do you remember about the Springbrook Summer Planning Conference in June, 1977, where the reader's choice award first came up before the board?

Were any negative comments heard about the award?

Were you on the board when financial requests came from the Book Award Committee?

Were you on a subcommittee of ICCA in the early years?

Questions asked of Linda McGrew:

When did you first become acquainted with the reader's choice award?

What was your first committee responsibility?

Has the committee structure changed at all since you took over as chair?

Would you tell me how you have changed the way the committee functions?

Did your changes have to pass any higher committee or board?

Are you satisfied now with the way the committee operates?

How were committee members chosen for your committee?

Has there ever been a number set on maximum number of people on your committee?

How satisfied are you with the way books are suggested for the list?

Did you ever compare the committee input with the professional reviews that appear in Booklist or School Library Journal or other review sources?

Do you have any dissatisfaction or positive comments about the Springbrook Summer Planning Conference meetings of ICCA?

Other than at Springbrook, how do you keep in touch with your committee members?

Are you the one who screens the list and removes ineligible titles?

Could you clarify one of the criterion for books on the list-- the one that says that if an author wins one year he is ineligible for the next year? How is that possible?

Was it under your leadership that the videotape came into being?

Do you think that the ICCA has improved our services to children? How?

How do you feel about the budget allowed ICCA by the IEMA board?

Should ICCA have more money makers, besides the labels?

If you could export this plan to another state, what changes would you make?

Do you know of other changes, except for the ones in the master-list committee, that have taken place in the ICCA makeup?

Questions asked of Lucille Lettow:

What decision was ever made about the bookplate to put in the free books given the ICCA committee?

How many books did ICCA receive?

How did you feel about adding the free books to the Youth Collection?

Questions asked of Mary Lou McGrew:

What do you remember about the IEMA meeting where the logo was chosen?

Who suggested that the logo be stylized so it could be seen as either a boy or a girl?

Questions asked of Pat Middleswart:

When were you on the Publications Subcommittee of ICCA?

What changes happened while you were co-chairperson?

Were these changes discussed in any committee?

Do you remember any dissatisfaction among the members of the committee about these changes?

What was the reaction to dropping the individual bookmarks?

How did you feel about using inferior paper?

What were your responsibilities at the IEMA Conference when James Howe was the speaker?

Where did you take him?

What did he do at Norwalk Middle School?

APPENDIX B

ICCA MASTER LISTS AND VOTING RECORDS

MASTER LIST OF TITLES, 1979-80

Babbitt, Natalie. Tuck Everlasting. Farrar, 1975.
 Blume, Judy. Blubber. Bradbury, 1974.
 Burch, Robert. Hut School and the Wartime Home-Front Heroes. Viking, 1974.
 Byars, Betsy. The Pinballs. Harper, 1977.
 Cleary, Beverly. Ramona and Her Father. Morrow, 1977.
 Conford, Ellen. Me and the Terrible Two. Little, 1974.
 Coombs, Patricia. Dorrie and the Dreamyard Monster. Lothrop, 1977.
 Doty, Jean. Summer Pony. Macmillan, 1973.
 Francis, Dorothy. Flint Hills Foal. Abingdon, 1976.
 Greene, Constance. Beat the Turtle Drum. Viking, 1976.
 Hall, Lynn. New Day for Dragon. Follett, 1975.
 Levy, Elizabeth. Lizzie Lies a Lot. Delacorte, 1976.
 Lowry, Lois. A Summer to Die. Houghton, 1977.
 Macaulay, David. Castle. Houghton, 1977.
 Peck, Robert. Soup. Knopf, 1974.
 Rockwell, Thomas. How to Eat Fried Worms. Watts, 1973.
 Sachs, Marilyn. Dorrie's Book. Doubleday, 1975.
 Schlein, Miriam. Giraffe, the Silent Giant. Four Winds, 1976.
 Silverstein, Shel. Where the Sidewalk Ends. Harper, 1974.
 Steig, William. The Amazing Bone. Farrar, 1976.
 Viorst, Judith. Alexander Who Used to Be Rich Last Sunday. Atheneum, 1978.

1979-80 VOTING RESULTS

		%
<u>How to Eat Fried Worms</u>	3,157	18.62
<u>Blubber</u>	2,735	16.13
<u>Where the Sidewalk Ends</u>	1,592	9.39
<u>Ramona and Her Father</u>	1,360	8.02
<u>Soup</u>	1,041	6.14
<u>Pinballs</u>	911	5.37
<u>Summer Pony</u>	880	5.19
<u>Me and the Terrible Two</u>	848	5.00
<u>A Summer to Die</u>	784	4.61
<u>Alexander Who Used to Be Rich Last Sunday</u>	679	4.00
<u>Lizzie Lies a Lot</u>	488	2.88
<u>Dorrie and the Dreamyard Monsters</u>	425	2.51
<u>The Amazing Bone</u>	417	2.46
<u>Flint Hills Foal</u>	331	1.95
<u>Beat the Turtle Drum</u>	298	1.76
<u>New Day for Dragon</u>	239	1.41
<u>Hut School and the Wartime Home-Front Heroes</u>	236	1.40
<u>Tuck Everlasting</u>	197	1.16
<u>Dorrie's Book</u>	158	.93
<u>Castle</u>	108	.64
<u>Giraffe, the Silent Giant</u>	73	.43
Total:	16,957	100.00%

MASTER LIST OF TITLES, 1980-81

Alexander, Lloyd. First Two Lives of Lukas-Kasha. Dutton, 1978.
 Allard, Harry. The Stupids Have a Ball. Houghton, 1978.
 Babbitt, Natalie. Eyes of the Amaryllis. Farrar, 1977.
 Beatty, Patricia. By Crumbs, It's Mine. Morrow, 1976.
 Bonham, Frank. Rascals From Haskell's Gym. Dutton, 1977.
 Byars, Betsy. The Cartoonist. Viking, 1978.
 Cleaver, Vera. Queen of Hearts. Lippincott, 1978.
 Fitzgerald, John. Great Brain Does It Again. Dial, 1975.
 Fleischman, Sid. McBroom Tells a Lie. Little, 1976.
 Fritz, Jean. What's the Big Idea, Ben Franklin? Coward, 1976.
 Harris, Christie. Mouse Woman and the Vanished Princesses. Atheneum, 1976.
 Hutchins, Pat. Follow That Bus! Morrow, 1977.
 Lobel, Arnold. Grasshopper on the Road. Harper, 1978.
 Mann, Peggy. There Are Two Kinds of Terrible. Doubleday, 1977.
 Marshall, James. George and Martha One Fine Day. Houghton, 1978.
 Paterson, Katherine. Great Gilly Hopkins. Crowell, 1978.
 Peck, Robert. Soup For President. Knopf, 1978.
 Quackenbush, Robert. Along Came the Model T. Parents, 1978.
 Roberts, Willo. Don't Hurt Laurie! Atheneum, 1977.
 Rawls, Wilson. Summer of the Monkeys. Doubleday, 1977.
 Sachs, Marilyn. A Secret Friend. Doubleday, 1978.
 Seuling, Barbara. Last Cow on the White House Lawn. Doubleday, 1978.
 Steig, William. Caleb and Kate. Farrar, 1977.

1980-81 VOTING RESULTS

		%
<u>Great Gilly Hopkins</u>	2,715	11.97
<u>Don't Hurt Laurie</u>	2,538	11.19
<u>The Great Brain Does It Again</u>	2,079	9.17
<u>Soup for President</u>	2,009	8.86
<u>The Stupids Have a Ball</u>	2,003	8.83
<u>Summer of the Monkeys</u>	1,327	5.85
<u>Follow That Bus!</u>	1,138	5.02
<u>There Are Two Kinds of Terrible</u>	1,092	4.82
<u>McBroom Tells a Lie</u>	1,010	4.45
<u>Secret Friend</u>	991	4.37
<u>Last Cow on the White House Lawn</u>	923	4.07
<u>Rascals From Haskell's Gym</u>	825	3.64
<u>The Cartoonist</u>	670	2.95
<u>George and Martha One Fine Day</u>	580	2.56
<u>Grasshopper on the Road</u>	506	2.23
<u>Queen of Hearts</u>	451	1.99
<u>Caleb and Kate</u>	390	1.72
<u>Along Came the Model T</u>	343	1.51
<u>What's the Big Idea, Ben Franklin?</u>	281	1.24
<u>Eyes of the Amaryllis</u>	275	1.21
<u>By Crumbs, It's Mine</u>	236	1.04
<u>Mouse Woman and the Vanished Princesses</u>	149	.66
<u>First Two Lives of Lukas-Kasha</u>	145	.64
Total:	22,676	99.99%

MASTER LIST OF TITLES, 1981-82

Adler, Carole S. Magic of the Glits. Macmillan, 1979.
 Allan, Ted. Willie the Squowse. Hastings, 1978.
 Allard, Harry. Miss Nelson is Missing. Houghton, 1977.
 Cleary, Beverly. Ramona the Brave. Morrow, 1975.
 Clymer, Eleanor. The Get Away Car. Dutton, 1978.
 Coerr, Eleanor. Sadako and the Thousand Paper Cranes. Putnam, 1977.
 Conford, Ellen. Luck of Pokey Bloom. Little, 1975.
 Coombs, Patricia. Dorrie and the Screebit Ghost. Lothrop, 1979.
 Coren, Alan. Arthur the Kid. Little, 1978.
 Fleischman, Sid. Humbug Mountain. Little, 1978.
 Garrigue, Sheila. Between Friends. Bradbury, 1978.
 Greene, Constance. I and Sproggy. Viking, 1978.
 Haywood, Carolyn. Eddie's Menagerie. Morrow, 1978.
 Howe, Deborah & James. Bunnicula. Atheneum, 1979.
 Karl, Jean. Beloved Benjamin is Waiting. Dutton, 1978.
 Kremetz, Jill. A Very Young Rider. Knopf, 1977.
 Livingston, Myra. O Sliver of Liver. Atheneum, 1979.
 Lowry, Lois. Anastasia Krupnik. Houghton, 1979.
 Pfeffer, Susan. Kid Power. Watts, 1977.
 St. John, Glory. What I Did Last Summer. Atheneum, 1978.
 Smith, Doris. Kelly's Creek. Crowell, 1975.
 Stolz, Mary. Ferris Wheel. Harper, 1979.
 Talbot, Charlene Joy. The Great Rat Island Adventure. Atheneum, 1977.

1981-82 VOTING RESULTS

		%
<u>Bunnicula</u>	4,253	17.13
<u>Ramona the Brave</u>	3,184	12.83
<u>Miss Nelson is Missing</u>	2,256	9.09
<u>Kid Power</u>	1,613	6.50
<u>The Get Away Car</u>	1,448	5.83
<u>Sadako and the Thousand Paper Cranes</u>	1,238	4.99
<u>Beloved Benjamin is Waiting</u>	1,208	4.87
<u>Arthur the Kid</u>	1,071	4.31
<u>Between Friends</u>	986	3.97
<u>Willie the Squowse</u>	859	3.46
<u>Humbug Mountain</u>	770	3.10
<u>Eddie's Menagerie</u>	734	2.96
<u>Anastasia Krupnik</u>	708	2.85
<u>The Great Rat Island Adventure</u>	693	2.79
<u>Luck of Pokey Bloom</u>	691	2.78
<u>A Very Young Rider</u>	674	2.71
<u>What I Did Last Summer</u>	501	2.02
<u>Kelly's Creek</u>	387	1.56
<u>Magic of the Glits</u>	371	1.50
<u>Dorrie and the Screebit Ghost</u>	356	1.43
<u>I and Sproggy</u>	324	1.31
<u>Ferris Wheel</u>	260	1.05
<u>O Sliver of Liver</u>	238	.96
Total:	24,823	100.00%

MASTER LIST OF TITLES, 1982-83

Angell, Judie. A Word From Our Sponsor. Bradbury, 1979.
 Blume, Judy. Superfudge. Dutton, 1980.
 Byars, Betsy. Night Swimmers. Delacorte, 1980.
 Calhoun, Mary. Cross Country Cat. Morrow, 1979.
 Cleary, Beverly. Ramona and Her Mother. Morrow, 1979.
 Clifford, Eth. Rocking Chair Rebellion. Houghton Mifflin, 1978.
 Cohen, Peter Z. Deadly Game at Stony Creek. Dial, 1978.
 Conford, Ellen. And This is Laura. Little, 1977.
 Flora, James. Great Green Turkey Creek Monster. Atheneum, 1976.
 Gates, Doris. A Morgan for Melinda. Viking, 1980.
 Hall, Lynn. Shadows. Follett, 1977.
 Herzig, Alison and Jane Mali. A Word to the Wise. Little, 1978.
 Kalb, Jonah. Goof That Won the Pennant. Houghton Mifflin, 1976.
 Mearian, Judy. Two Ways About It. Dial, 1979.
 Miles, Betty. Maudie and Me and the Dirty Book. Knopf, 1980.
 Peck, Robert. Mr. Little. Doubleday, 1979.
 Pinkwater, D. Manus. Hoboken Chicken Emergency. Prentice, 1977.
 Prelutsky, Jack. Rolling Harvey Down the Hill. Greenwillow, 1980.
 Roberts, Willo. Girl with the Silver Eyes. Atheneum, 1980.
 Shyer, Marlene. Welcome Home, Jellybean. Scribner, 1978.
 Singer, Marilyn. It Can't Hurt Forever. Harper, 1978.
 Wallace, Barbara. Contest Kid Strikes Again. Abingdon, 1980.
 Yolen, Jane. Commander Toad in Space. Coward, 1980.

1982-83 VOTING RESULTS

		%
<u>Superfudge</u>	12,849	33.96
<u>Ramona and Her Mother</u>	1,870	4.94
<u>Girl With the Silver Eyes</u>	1,793	4.74
<u>Goof That Won the Pennant</u>	1,735	4.59
<u>Maudie and Me and the Dirty Book</u>	1,579	4.17
<u>Deadly Game at Stony Creek</u>	1,575	4.16
<u>Mr. Little</u>	1,549	4.09
<u>Welcome Home, Jellybean</u>	1,489	3.94
<u>Cross Country Cat</u>	1,454	3.84
<u>It Can't Hurt Forever</u>	1,397	3.69
<u>Commander Toad in Space</u>	1,370	3.62
<u>Rolling Harvey Down the Hill</u>	1,231	3.25
<u>Night Swimmers</u>	1,068	2.82
<u>Great Green Turkey Creek Monster</u>	1,039	2.75
<u>And This is Laura</u>	989	2.61
<u>Shadows</u>	834	2.20
<u>Contest Kid Strikes Again</u>	796	2.10
<u>A Word to the Wise</u>	765	2.02
<u>A Morgan for Melinda</u>	694	1.83
<u>Hoboken Chicken Emergency</u>	565	1.49
<u>A Word From Our Sponsor</u>	438	1.16
<u>Rocking Chair Rebellion</u>	386	1.02
<u>Two Ways About It</u>	371	.98
Total:	37,836	99.97%

MASTER LIST OF TITLES, 1983-84

Billington, Elizabeth. Part-time Boy. Warne, 1980.
 Burch, Robert. Ida Early Comes Over the Mountain. Viking, 1980.
 Byars, Betsy. The Cybil War. Viking, 1981.
 Cleary, Beverly. Ramona Quimby, Age 8. Morrow, 1981.
 Conford, Ellen. Revenge of the Incredible Dr. Rancid and His Youthful Assistant. Little, 1980.
 Danziger, Paula. There's a Bat in Bunk Five. Delacorte, 1980.
 DeClements, Barthe. Nothing's Fair in Fifth Grade. Viking, 1981.
 Doty, Jean. Can I Get There by Candlelight? Macmillan, 1980.
 Giff, Patricia. Fourth Grade Celebrity. Delacorte, 1979.
 Gilson, Jamie. Do Bananas Chew Gum? Lothrop, 1980.
 Girion, Barara. Misty and Me. Scribner, 1979.
 Greene, Bette. Get on out of Here, Philip Hall. Dial, 1981.
 Greenfield, Eloise. Childtimes. Harper Row, 1979.
 Hermes, Patricia. What if They Knew? Harcourt, 1980.
 Hicks, Clifford. Alvin Fernald, TV Anchor Man. Holt, 1980.
 Irwin, Hadley. Moon and Me. Atheneum, 1981.
 Jacob, Helen. Diary of the Strawbridge Place. Lothrop, 1978.
 Lowry, Lois. Anastasia Again. Houghton, 1981.
 MacLachlan, Patricia. Through Grandpa's Eyes. Harper, 1980.
 Milton, Hilary. Blind Flight. Watts, 1980.
 Renner, Beverly. Hideaway Summer. Harper Row, 1978.
 Rounds, Glen. Blind Outlaw. Holiday, 1980.
 Shura, Mary F. Mister Wolf and Me. Dodd, 1979.
 Sleator, William. Into the Dream. Dutton, 1979.
 Wallace, Bill. A Dog Called Kitty. Holiday, 1980.

1983-84 VOTING RESULTS

		%
<u>Nothing's Fair in Fifth Grade</u>	4,531	14.37
<u>Ramona Quimby, Age 8</u>	3,609	11.45
<u>Do Bananas Chew Gum?</u>	1,962	6.22
<u>There's a Bat in Bunk Five</u>	1,903	6.03
<u>A Dog Called Kitty</u>	1,758	5.57
<u>The Cybil War</u>	1,746	5.53
<u>What If They Knew?</u>	1,672	5.30
<u>Mister Wolf and Me</u>	1,637	5.19
<u>Fourth Grade Celebrity</u>	1,552	4.92
<u>Revenge of the Incredible Dr. Rancid</u>	1,365	4.33
<u>Misty and Me</u>	1,325	4.20
<u>Blind Flight</u>	1,066	3.38
<u>Alvin Fernald, TV Anchor Man</u>	1,059	3.36
<u>Into the Dream</u>	892	2.83
<u>Ida Early Comes Over the Mountain</u>	863	2.74
<u>Blind Outlaw</u>	830	2.63
<u>Anastasia Again</u>	718	2.28
<u>Can I Get There by Candlelight?</u>	587	1.86
<u>Part-time Boy</u>	580	1.84
<u>Through Grandpa's Eyes</u>	486	1.54
<u>Hideaway Summer</u>	456	1.45
<u>Diary of the Strawbridge Place</u>	335	1.06

1983-84 VOTING RESULTS (Continued)

		<u>%</u>
<u>Moon and Me</u>	334	<u>1.06</u>
<u>Get on Out of Here, Philip Hall</u>	154	<u>.49</u>
<u>Childtimes</u>	<u>113</u>	<u>.36</u>
Total:	31,533	99.99%

APPENDIX C

MATERIALS PREPARED PRIOR TO FIRST YEAR OF THE AWARD

News release to DPI Dispatch and AEA newsletters in Fall of 1978.

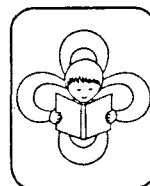
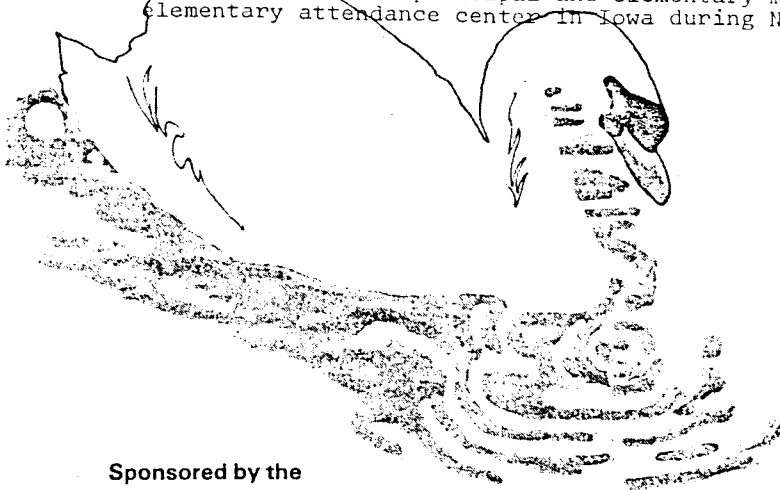
IOWA CHILDREN'S CHOICE AWARD

Iowa elementary pupils in grades 3-6 will have an opportunity to help choose a favorite book by participating in a state contest sponsored by the Iowa Educational Media Association. The first award will be presented to the winning author in the spring of 1980.

The purpose is to encourage children to read and choose their favorite books and authors from a masterlist provided by the IEMA. Students must read or have heard read two of the books on the list to be eligible to vote for their choice.

Further information will be distributed soon to your media specialist and principal.

Flyer sent to each principal and elementary media specialist in every elementary attendance center in Iowa during November, 1978.



Sponsored by the
Iowa Educational Media Association

Announcing Iowa Children's Choice Award

Help us encourage students in grades three - six to choose their favorite books and authors from this master list for the 1979 - 1980 school year.

TUCK EVERLASTING

Natalie Babbitt

BLUBBER

Judy Blume

HUT SCHOOL AND THE WARTIME

HOME-FRONT HEROES

Robert Burch

THE PINBALLS

Betsy Byars

RAMONA AND HER FATHER

Beverly Cleary

ME AND THE TERRIBLE TWO

Ellen Conford

DORRIE AND THE DREAMYARD MONSTERS

Patricia Coombs

SUMMER PONY

Jean Doty

FLINT HILLS FOAL

Dorothy Francis

BEAT THE TURTLE DRUM

Constance Greene

NEW DAY FOR DRAGON

Lyn Hall

LIZZIE LIES A LOT

Elizabeth Levy

A SUMMER TO DIE

Lois Lowry

CASTLE

David Macaulay

SOUP

Robert Peck

HOW TO EAT FRIED WORMS

Thomas Rockwell

DORRIE'S BOOK

Marilyn Sachs

GIRAFFE, THE SILENT GIANT

Miriam Schlein

WHERE THE SIDEWALK ENDS

Shel Silverstein

THE AMAZING BONE

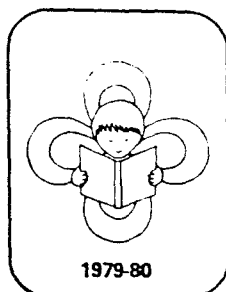
William Steig

ALEXANDER, WHO USED TO BE RICH

LAST SUNDAY

Judith Viorst

Sample bookmark



Iowa Children's Choice Award Books

Sponsored by the Iowa
Educational Media Association

TUCK EVERLASTING - Natalie Babbitt
 BLUBBER - Judy Blume
 HUT SCHOOL AND THE WARTIME
 HOME-FRONT HEROES - Robert Burch
 THE PINBALLS - Betsy Byars
 RAMONA AND HER FATHER - Beverly
 Cleary
 ME AND THE TERRIBLE TWO - Ellen
 Conford
 DORRIE AND THE DREAMYARD
 MONSTERS - Patricia Coombs
 SUMMER PONY - Jean Doty
 FLINT HILLS FOAL - Dorothy Francis
 BEAT THE TURTLE DRUM - Constance
 Greene
 NEW DAY FOR DRAGON - Lynn Hall
 LIZZIE LIES A LOT - Elizabeth Levy
 A SUMMER TO DIE - Lois Lowry
 CASTLE - David Macaulay
 SOUP - Robert Peck
 HOW TO EAT FRIED WORMS - Thomas
 Rockwell
 DORRIE'S BOOK - Marilyn Sachs
 GIRAFFE, THE SILENT GIANT -
 Miriam Schlein
 WHERE THE SIDEWALK ENDS -
 Shel Silverstein
 THE AMAZING BONE - William Steig
 ALEXANDER, WHO USED TO BE
 RICH LAST SUNDAY - Judith Viorst

Iowa Children's Choice Award

The purposes of the Iowa Children's Choice Award are:

- *to encourage children to read more and better books.
- *to discriminate in choosing worthwhile books.
- *to provide an avenue for positive dialog between teacher, parent, and children about books and authors.
- *to give recognition to those who write books for children.

The award is unique in that it gives children an opportunity to choose the book to receive the award and to suggest books for the yearly reading list.

1979-80 Master List of Titles

- Babbitt, Natalie. TUCK EVERLASTING. Farrar, 1975.
 Blume, Judy. BLUBBER. Bradbury, 1974.
 Burch, Robert. HUT SCHOOL AND THE WARTIME HOME-FRONT HEROES. Viking, 1974.
 Byars, Betsy. THE PINBALLS. Harper, 1977.
 Cleary, Beverly. RAMONA AND HER FATHER. Morrow, 1977.
 Conford, Ellen. ME AND THE TERRIBLE TWO. Little, 1974.
 Coombs, Patricia. DORRIE AND THE DREAMYARD MONSTERS. Lothrop, 1977.
 Doty, Jean. SUMMER PONY. Macmillan, 1973.
 Francis, Dorothy. FLINT HILLS FOAL. Abingdon, 1976.
 Greene, Constance. BEAT THE TURTLE DRUM. Viking, 1976.
 Hall, Lynn. NEW DAY FOR DRAGON. Follett, 1975.
 Levy, Elizabeth. LIZZIE LIES A LOT. Delacorte, 1976.
 Lowry, Lois. A SUMMER TO DIE. Houghton, 1977.
 Macaulay, David. CASTLE. Houghton, 1977.
 Peck, Robert. SOUP. Knopf, 1974.
 Rockwell, Thomas. HOW TO EAT FRIED WORMS. Watts, 1973.
 Sachs, Marilyn. DORRIE'S BOOK. Doubleday, 1975.
 Schlein, Miriam. GIRAFFE, THE SILENT GIANT. Four Winds, 1976.
 Silverstein, Shel. WHERE THE SIDEWALK ENDS. Harper, 1974.
 Steig, William. THE AMAZING BONE. Farrar, 1976.
 Viorst, Judith. ALEXANDER, WHO USED TO BE RICH LAST SUNDAY. Atheneum, 1978.

Selection Criteria

Books chosen for the master list are those written by American authors within the last five years. Titles are fiction or non-fiction, with a wide range of interests and reading levels appropriate for children in grades three through six. No textbooks are included. Except for the winning title, books may be repeated on the master list in succeeding years.

Voting Regulations

1. Students must read at least two titles to be eligible to vote. It is acceptable for students to read these themselves or have heard them read by a teacher or parent.
2. Students may vote for only one title and may not vote for any title they have not read or heard read.
3. Voting will be conducted on ballots produced by each attendance center. Voting results are to be sent to the Book Selection Committee of the Iowa Educational Media Association.

Award

The author of the winning book will be invited to the annual spring meeting of the Iowa Educational Media Association to receive the award.

For further information, contact:
Leone Deskin, Chairman
IEMA Book Selection Committee
West Ridge Elementary School
Harlan, Iowa 51537

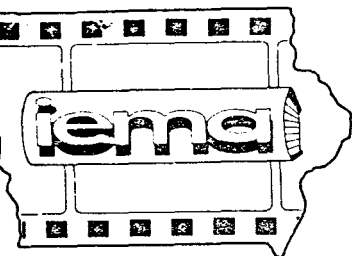


Iowa Children's Choice Award

Sponsored by the Iowa
Educational Media
Association

Second side of three-fold sample brochure

Sample of cover letter mailed to elementary principals and media specialists during February, 1979.



iowa educational media association

February 15, 1979

TO: Library Media Specialists
FROM: I.E.M.A. Book Award Committee
RE: Iowa Children's Choice Award

During the school year 1979-80, Iowa children in grades three through six will be given an opportunity to honor an author whose book they have enjoyed. The enclosed brochure describes the award and lists those titles from which the children will select their favorite.

To enable your students to participate in the program, the attached form must be filled out and returned by April 15, 1979. In September you will then receive bookmarks for your readers (sample enclosed), brochures describing the award (sample enclosed), a sample ballot form, a tally sheet for voting, and an invitation to submit titles of books for inclusion in the master list the following year.

We hope that the I.E.M.A. Children's Choice Award program will stimulate the interest of children in literature written primarily for them. The Committee welcomes your comments and suggestions. For these and any questions you might have, please contact Leone Deskin, Chairman, I.E.M.A. Book Award Committee, West Ridge Elementary School, Harlan, Iowa 51537.

Sample of commitment letter mailed to elementary principals and media specialists during February, 1979.

PLEASE RETURN BY APRIL 15, 1979 TO:

Leone Deskin, Chairman
I.E.M.A. Book Award Committee
P.O. Box 164
Harlan, Iowa 51537

Our school will participate in the Iowa Children's Choice Book Award program.

Please address future correspondence to:

Approximate number of participating students: _____

AEA: _____

School District: _____

(Principal's Signature)

(Attendance Center)

(Address)

LETTER MAILED TO AEA CONTACT PEOPLE WITH INSTRUCTIONS FOR DISTRIBUTION
in NOVEMBER, 1979

To:

From: Leone Deskin
West Ridge Elementary School
19th and Victoria
Harlan, Iowa 51537

Re: Iowa Children's Choice Award materials for the 1980-81 school year

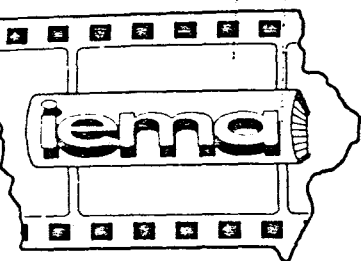
In this package you will find Iowa Children's Choice Award material to be distributed to each elementary attendance center in your area. The packets are color-coded with the information with a yellow cover addressed to the elementary principal and the information with the orange cover addressed to the library/media specialist. In packing the material we have alternated the colors. If for some reason you do not have enough copies please let me know and I will send more.

I am attaching one copy of each packet to this letter. You will note the reverse side of the cover sheet contains a letter explaining the contents of the packet; the second (blue) sheet is the brochure listing the masterlist titles for the 1980-81 school year. If your Area Education Agency loans books to schools the person in charge of purchasing new books should be given a copy of this masterlist. The third (white) sheet is a commitment form to be used by schools who wish to take part in the 1980-81 Iowa Children's Choice Award. The return of this completed form insures their school receiving bookmarks and related material in September, 1980. In an effort to reassure librarians worried because there is such a long lapse of time between returning the completed commitment form and receiving the material to be used in September, 1980, we have suggested in the cover letter that those wishing to receive a confirmation of participation send a stamped, self-addressed envelope. In that envelope, a letter confirming their registration in the 1980-81 school year award will be returned to them.

Please route these packets to your elementary attendance centers via your van routes as soon as convenient.

Words on a white sheet of paper don't express the appreciation we feel for you and the role you are playing in making this project work. I hope you will find it personally rewarding as well as beneficial to your Area Education Agency in terms of the good public relations created as students, teachers, and parents enjoy the fun of this reading project.

BOOK AWARD MATERIAL PRINTED IN JUNE, 1979 to
BE DELIVERED BY SEPTEMBER 1, 1979.



iowa educational media association

September 1, 1979

TO: Library Media Specialists
FROM: IEMA Book Award Committee
RE: Iowa Children's Choice Award

We are pleased to welcome you as participants in the Iowa Children's Choice Award Program. In this packet you find bookmarks for your readers, a sample ballot form that may be reproduced and used for voting in your school, and a tally sheet for recording students' votes. Space is included on the tally sheet for recommended titles to be placed on future master reading lists. Please note that the return date for the tally sheet is February 1, 1980.

We wish to thank you and your students for your interest in the Award and hope that this experience will be both worthwhile and enjoyable. Do send us your comments and suggestions. With your help the Iowa Children's Choice Award Program will be a success, this year and in the years to come.

If you have further questions, please contact Leone Deskin, Chairman, IEMA Book Award Committee, P.O. Box 164, Harlan, Iowa 51537.

srm7

IOWA CHILDREN'S CHOICE AWARD 1979-80

T A L L Y S H E E T

<u>Book Titles</u>	<u>Total</u>
Tuck Everlasting.	_____
Blubber	_____
Hut School and the Wartime Home-Front Heroes.	_____
The Pinballs.	_____
Ramona and her Father	_____
Me and the Terrible Two	_____
Dorrie and the Dreamyard Monsters	_____
Summer Pony	_____
Flint Hills Foal.	_____
Beat the Turtle Drum.	_____
New Day for Dragon.	_____
Lizzie Lies a Lot	_____
A Summer to Die	_____
Castle.	_____
Soup.	_____
How to Eat Fried Worms.	_____
Dorrie's Book	_____
Giraffe, the Silent Giant	_____
Where the Sidewalk Ends	_____
The Amazing Bone.	_____
Alexander, Who used to be Rich Last Sunday.	_____

The following books are recommended for future master reading lists:

- 1)
- 2)
- 3)
- 4)
- 5)

Attendance Center: _____

School District: _____ AEA: _____

Return TALLY SHEET to Leone Deskin, Chairman, IEMA Book Award Committee, P.O. Box 164, Harlan, Iowa 51537.

S A M P L E B A L L O T
IOWA CHILDREN'S CHOICE AWARD

PLEASE PUT AN X IN THE PARENTHESES NEXT TO THE BOOK TITLE THAT YOU ENJOYED THE MOST.

- | | |
|--|---|
| 1. () Tuck Everlasting | 12. () Lizzie Lies a Lot |
| 2. () Blubber | 13. () A Summer to Die |
| 3. () Hut School and the Wartime
Home-Front Heroes | 14. () Castle |
| 4. () The Pinballs | 15. () Soup |
| 5. () Ramona and Her Father | 16. () How to Eat Fried Worms |
| 6. () Me and the Terrible Two | 17. () Dorrie's Book |
| 7. () Dorrie and the Dreamyard Monsters | 18. () Giraffe, The Silent Giant |
| 8. () Summer Pony | 19. () Where the Sidewalk Ends |
| 9. () Flint Hills Foal | 20. () The Amazing Bone |
| 10. () Beat the Turtle Drum | 21. () Alexander, Who Used to be Rich
Last Sunday |
| 11. () New Day for Dragon | |

IOWA CHILDREN'S CHOICE AWARD

PLEASE PUT AN X IN THE PARENTHESES NEXT TO THE BOOK TITLE THAT YOU ENJOYED THE MOST.

- | | |
|--|---|
| 1. () Tuck Everlasting | 12. () Lizzie Lies a Lot |
| 2. () Blubber | 13. () A Summer to Die |
| 3. () Hut School and the Wartime
Home-Front Heroes | 14. () Castle |
| 4. () The Pinballs | 15. () Soup |
| 5. () Ramona and Her Father | 16. () How to Eat Fried Worms |
| 6. () Me and the Terrible Two | 17. () Dorrie's Book |
| 7. () Dorrie and the Dreamyard Monsters | 18. () Giraffe, The Silent Giant |
| 8. () Summer Pony | 19. () Where the Sidewalk Ends |
| 9. () Flint Hills Foal | 20. () The Amazing Bone |
| 10. () Beat the Turtle Drum | 21. () Alexander, Who Used to be Rich
Last Sunday |
| 11. () New Day for Dragon | |

APPENDIX D

COPIES OF CORRESPONDENCE FROM WINNING AUTHORS

March 8, 1980

Pat Severson
2406 N. Shore Dr.
Clear Lake, Iowa 40428

Dear Ms. Severson:

I was very pleased to learn that "How To Eat Fried Worms" had won the Iowa Children's Choice Award. I like winning awards of all kinds. Even the prize in a box of Crackerjack gives my spirits a lift. But, of course, I'm especially pleased by an award voted by children. Children aren't as likely to be influenced by extraneous considerations -- for instance, reputation or whether or not the book is "serious" or has sufficient five-dollar words in it.

I have to confess also that after I'd written the book (and several times caught myself laughing as I wrote), I wondered, in fact worried, a little about myself. Was it right and healthy and civilized to take so much interest in eating worms? so interested that I'd spent six months writing about it? But now that I've found children and teachers and librarians share my interest, I've stopped worrying, not because I'm sure it's right and healthy and civilized, but because I've got so much company I can't help but feel comfortable.

I wish I could come to Iowa to accept the award personally. I got my first letter from a reader in Iowa, and that, of course, meant that ever after I've thought of Iowa as a particularly interesting place, full of particularly discerning and cultured and wide-awake people. And now this award doubles and triples that impression. I don't know if people in Iowa have bigger heads than people in, say, Nebraska, but I wouldn't be surprised if they do. If there was somebody from Iowa running for president, I'd vote for him -- or her -- because even if he -- or she -- had a vacant look and no eyebrows and declared that eating worms was disgusting and reading about it lower class and writing about it fourteen years in state's prison, still I'd think if he -- or she -- was from Iowa, some smarts must have rubbed off on her -- or him -- from all the intelligent, cultured, and wide-awake kids and teachers and librarians who live in Iowa. However, I regretfully already have an engagement for that weekend (and in a state from which I have never received any letter, which leads me to expect I won't be able to tell if I'm visiting the schools or the local zoo).

Again, my very real thanks to you and the kids and all those who worked on the award. If I can be of any further use, please let me know.

Sincerely yours,

Thomas Rockwell
RD 3, Poughkeepsie, NY 12603

April 11, 1980

Dear Chil-- I was just about to write 'Dear Children of Iowa,' but it occurs to me that if I put that, I'll be writing not just to everyone who voted for my book in the Iowa Children's Choice Award, but to that whole gang who didn't. Now I know that everyone who voted for my book is intelligent, discerning, beautiful, brave, helpful, loyal, patriotic and will grow up to be rich and play third base for the Chicago White Sox. But what do I know about those who voted against me? As far as I can see, there are only three reasons why people might have voted against HOW TO EAT FRIED WORMS: (1) They can't read and so didn't read it. (2) They secretly eat worms and so didn't think the book was funny. (3) They're criminals and so don't have time to read books. But do I want to be writing letters to illiterate criminals who eat worms? However, I guess they're still human beings. I'll start over:

Dear Children of Iowa:

Thank you very much for voting HOW TO EAT FRIED WORMS the Iowa Children's Choice Award for 1980. (If you voted for some other book, I can't, of course, say thank you, so I'll just say hello and I'm sorry there's so much hair growing out of your nose.) An award like this is nice, I think, because it means lots of people not only read my book, but liked it well enough to remember it and vote for it.

Wormest wishes, /

Thomas Rockwell /
RD 3, Poughkeepsie, N. Y.

PS: I don't seriously believe, of course, that the people who didn't vote for HOW TO EAT FRIED WORMS are bank robbers who only look at the pictures in comic books while chewing worms with their mouths open. However, there is a rumor that when a gang of them stop in front of the orangutang cage at the zoo, there's always a mix-up about whether the orangutangs are in the cage and the people outside or the people in the cage and the orangutangs outside.

April 17, 1980

Leone Deskin
Chairperson ICCA
West Ridge Elementary School
Harlan, Iowa 51537

Dear Ms. Deskin:

Thank you very much for the beautiful bell. I was pleased to have won the award and now the bell just tops it off. It's such a handsome bell and has such a pleasing tone that I can put it in the living room. And then if someone doesn't notice it, I can ring it casually. And so the person says, "Oh, you have a bell." "Yes," I say modestly, "these nice people out in Iowa sent it to me. I won that award, you know." And so on and so on. If it had been just a plaque or something, I'd have had to put it upstairs and never been able to bring up my Iowa Children's Choice Award in conversation without all sorts of irksome subterfuge and trouble. And I'm particularly proud of this award because it was voted by the children, the readers.

Sincerely yours,

Thomas Rockwell
RD 3, Poughkeepsie
NY 12603

KATHERINE PATERSON
1214 ROCKBRIDGE AVENUE
NORFOLK, VIRGINIA 23508

Dear Ms. Iverson,

Lauren called me about the Iowa Children's Award on February 22nd, but the letter she mailed the next day with your address in it took more than a week to arrive, and, when it finally did, I was out of town. I'm very sorry for the delay and hope it won't inconvenience you.

We are delighted to receive the award on Billy's behalf and trust the program has been worth all your effort (which I'm sure is considerable). I'm sorry that I can't be there on the 19th, but I'm sure you'll all be having fun with Triet Worms.

With warmest regards,
Katherine Paterson

A LETTER TO THE STUDENTS OF IOWA

March 5, 1981

To the Participants Iowa Children's Choice Award:

Dear Friends,

I have just learned that you have voted to give the 1980-81 award to The Great Gilly Hopkins. Thank you for this honor. I'm delighted that so many of you liked Gilly. It is even better to realize that 35,000 third to sixth graders have been doing a lot of reading lately. Even if your favorite book got beaten out, I feel sure that this has been a great experience for you. Reading is great, isn't it?

Your friend,

Katherine Paterson

KATHERINE PATERSON
1214 ROCKBRIDGE AVENUE
NORFOLK, VIRGINIA 23508

March 5, 1981

To the Members of the Iowa Educational Media
Association:
Dear Friends,

Lauren Wohl, who is in charge of library promotion at Crowell Junior Books, has been telling me for some time that in order to qualify as an accredited writer of books for children, I would have to win an award voted on by children. My books have been runners up, and I even won a prize awarded by German children, but Lauren, though pleased, was not satisfied.

Now thanks to the young readers of Iowa, I have made it, even by Lauren's high standards, into the circle of bona fide children's writers. I am absolutely delighted

and only sorry that earlier commitments keep me from being with you today to celebrate.

Thank you for all you are doing for children and for books.

Yours gratefully,
Katherine Paterson

KATHERINE PATERSON
1214 ROCKBRIDGE AVENUE
NORFOLK, VIRGINIA 23508

Dear Pat,

The bell is just beautiful and far more effective for calling people to supper than my old sheep bell was. What a lovely award! I will really cherish it for itself as well as a happy reminder of my friends in Iowa.

I look forward to meeting you, too.

Gratefully,
Katherine Paterson

April 7

16 West 16 Street
New York, N.Y. 10011
29 March 1982


Ms. Pat Severson, Chair
IEMA Book Award Committee
2406 North Shore Drive
Clear Lake, Iowa 50428

Dear Ms. Severson:

Thank you for your letter of 24 February, and your telephone call today. After I received the message you had called, I went back to your letter and realized you must be waiting for a letter of acknowledgment, which I enclose. I think I had it in my head that I should wait until I actually received the award to write a letter of thanks. And so I waited. My apologies.

And my heartfelt thanks. I am deeply honored to have BUNNICULA chosen for the 1982 Iowa Children's Choice Award. I look forward to receiving it, and, hopefully, to joining you next March.

Cordially,

 James Howe

29 March 1982

Ms. Pat Severson, Chair
IEMA Book Award Committee
2406 North Shore Drive
Clear Lake, Iowa 50428

Dear Ms. Severson:

I would like to thank you, the Iowa Education Media Association and the children of Iowa for honoring BUNNICULA with the 1982 Iowa Children's Choice Award. My late wife, Deborah, and I greatly enjoyed writing the book, and it gives me such pleasure to know how much children are enjoying reading it. The Iowa Children's Choice Award is a true indicator of BUNNICULA's popularity in Iowa. It makes me wish I could run right out there from New York, where I live, and personally thank each boy and girl who voted for the book. Since I can't, I hope everyone who reads this letter will accept it as my warm handshake of thanks.

Sincerely,

 James Howe

16 West 16 Street
New York, N.Y. 10011
13 April 1982

Ms. Pat Severson
2406 North Shore Drive
Clear Lake, Iowa 50428

Dear Ms. Severson:

Thank you for your letter of 7 April, and the award, which I love. Not only does it look terrific where I have it displayed, but I love ringing it. Terrifies the cats, but I get a kick out of its deep, resonant ring. I thank you for sending it.

As for the IEMA Conference in 1983, I would certainly like to attend. My speaking fee is \$150 per day and of course I would expect expenses to be covered, as you say they would be in your letter. You can deal directly with me on this, although you should deal with Neal Porter on ordering books, publicity materials, etc.

Your two letters have indicated two different dates for the conference -- is it 26-27 March or 24-26 March?

I look forward to hearing from you.

Cordially,

 James Howe

26 West 16 Street
New York, N.Y. 10011
26 April 1982

Ms. Pat Severson
2406 North Shore Drive
Clear Lake, Iowa 50428

Dear Ms. Severson:

Thank you for your letter of 20 April. I would have returned the contract to you, but I feel the matter of the fee is unclear. If I am being asked to be present for two days, I would ordinarily ask for \$150. per day. However, as I am apparently not being asked to speak both days, I would be willing to make the fee \$250. to cover both days. I base my fee not so much on whether I speak or not, but on time taken away from my work.

If this is agreeable to you, would you send me revised contracts and I'll return them to you?

~ Cordially,

 James Howe

16 West 16 Street
New York, N.Y. 10011
24 May 1982

Ms. Pat Severson
2406 North Shore Drive
Clear Lake, Iowa 50428

Dear Pat Severson:

I'm enclosing a signed copy of the contract for the 25-26 March events. As for publicity material, you should contact Neal Porter at Atheneum. I believe he can provide you with everything you need.

Looking forward to seeing you next year,

Cordially,

enc.

 James Howe

16 West 16 Street
New York, N.Y. 10011
8 October 1982

Ms. Susan O. Hayes
Media Specialist
Crawford Media Center
Ames Public Schools
Ames, Iowa 50010

Dear Ms. Hayes:

Thank you for your letter of 23 September. I am looking forward to my visit to Iowa this coming March. In response to your various requests:

I do not have a glossy photo. You should contact Neal Porter at Atheneum who may be able to help you -- though it's possible the only photo available is the one on the brochure. As for other biographical information, I enclose an up-to-date professional bio (which you may already have). Before turning to writing full-time about two years ago, I worked for quite a few years as a literary agent and before that I was quite involved in the New York theatre scene as an actor and director. In fact, I have an undergraduate and master's degree in theatre -- the first from Boston University, the latter from Hunter College. I still keep my ties with theatre by attending as regularly as I can -- and I hope one of these days to write in dramatic form, for theatre, film or television. It's a form of writing that interests me greatly. My wife, Deborah, with whom I wrote BUNNICULA and TEDDY BEAR'S SCRAPBOOK was also involved in theatre -- indeed, we met when we were both aspiring actors in the theatre program at B.U. Deborah died of cancer in 1978, shortly after those two books were written. I was remarried in 1981 to Betsy Imershein and we live in Manhattan with our two black cats, Fred and Wilbur (the latter named for the famous pig of CHARLOTTE'S WEB). I grew up in upstate New York and except for my four years in Boston attending school and a summer in Kentucky doing summer stock ~~and~~ have lived in New York all my life. I love writing, am very pleased with the success of my books and look forward to a long and varied career. I say varied because there is so much I want to do -- and I expect it will take different forms. My next book (coming out in the spring), for instance, is very different from anything I've done. It's a realistic novel, serious in tone.

8 October 1982

-2-

As for other interests besides writing, I run, bike, play tennis, am currently taking guitar lessons, love to go to movies and theatre, concerts, opera, etc. Oh, and like Harold, I love chocolate (I like to bake, too) -- in fact, I have in mind a book about chocolate for the not-too-distant future.

My social security number is 097-38-4445.

I will not need any audio-visual equipment.

As for my airline ticket, do whatever you're most comfortable doing -- you can send it to me now if you like. I am not worried about losing it.

Best regards,

James Howe

judy blume

March 8, 1983

Dear Friends in Iowa,

I am delighted to learn that I have won the 1983 Iowa Childrens' Choice Award for SUPERFUDGE. It is a very great honor, and very special to me because it comes straight from you.

For years I was asked by my readers to write a sequel to TALES OF A FOURTH GRADE NOTHING. I thought it would be a good idea to do it too, but I didn't know how. Then, one morning when I was in the shower, covered with soap, it suddenly came to me - suppose I gave the Hatcher family a new baby. How would Fudgie react to that? And then, to make it more interesting, what if I moved the whole family from New York City to suburban New Jersey? I sat down at my typewriter that day, and I didn't stop writing until I had finished. I hope you had as much fun reading the book as I did writing it.

Thank you for my very, very special award!

Love,

Judy Blume

/

March 1, 1984

Dear Children of Iowa,

Of all the awards I could receive, a children's choice award is the one I value most. I wrote the book for you and I'm delighted that you like it.

I tried hard to make Nothing's Fair In Fith Grade an honest book. You and I know that teachers are not always perfect. I put some thoughtless acts in the book that I did when I was a teacher. You and I know that kids get into things they are not supposed to when their parents are gone, so I put some of those scenes in the book. If parents do not expect these happenings, it must be because they have a short memory.

Adults have not always understood what Nothing's Fair was about. People who reviewed the book said it was about friendship or weight loss. But children who wrote me letters told me about the "scuz" in their class or told me how bad they had felt when they were hated. They all knew what the book was about.

Thank you so much for your Iowa Children's Choice Award. It made my heart warm.

Yours truly,

Barthe DeClements

APPENDIX E

PERSONS SERVING ON BOOK AWARD COMMITTEE BY YEARS

SERVED AND DATES OF PARTICIPATION

Five Years

Adelberg, Harriet, 1979-80 through 1983-84

Deskin, Leone, 1979-80 through 1983-84

McGrew, Linda, 1979-80 through 1983-84

Four Years

Juffer, Peg, 1979-80 through 1980-81, 1982-83 through 1983-84

Miller, Lois, 1979-80 through 1982-83

Severson, Pat, 1979-80 through 1982-83

Three Years

Behrendt, Paula, 1981-82 through 1983-84

Bernard, Pat, 1981-82 through 1983-84

Lettow, Lucille, 1981-82 through 1983-84

Meyer, Lee, 1981-82 through 1983-84

Rauer, Andrea, 1981-82 through 1983-84

Thordsen, Flo, 1981-82 through 1983-84

Turnipseed, Chris, 1981-82 through 1983-84

Vaagen, Marj, 1981-82 through 1983-84

Woodard, Dianne, 1979-80 through 1981-82

Two Years

Byall, Carolyn, 1982-83 through 1983-84

Charlton, Gaye, 1979-80 through 1980-81

Clark, Jim, 1979-80 through 1980-81

Clemensen, Beth, 1979-80 through 1980-81

Fredericksen, Barb, 1979-80 through 1980-81

French, Gerry, 1979-80 through 1980-81

Gilson, Myral, 1982-83 through 1983-84
 Harker, Lois, 1979-80 through 1980-81
 Harrenstein, Doug, 1979-80 through 1980-81
 Kendrick, Bev, 1979-80 through 1980-81
 McCrea, Kathy, 1982-83 through 1983-84
 Meyer, Anne, 1981-82 through 1982-83
 Middleswart, Pat, 1982-83 through 1983-84
 O'Shaughnessy, Kathy, 1979-80 through 1980-81
 Smith, Charlotte, 1979-80 through 1980-81
 Tansey, Marian, 1979-80 through 1980-81
 Williams, Mary, 1979-80 through 1980-81
 Young, Marilyn, 1982-83 through 1983-84

One Year

Batterson, Joy, 1983-84	Mortenson, Jan, 1981-82
Blum, Annette, 1983-84	Mounsdon, Becky, 1983-84
Casper, Phyllis, 1983-84	Nielson, Harriett, 1983-84
Cochrane, Jerry, 1983-84	Otten, Eva, 1983-84
Froyen, Gail, 1983-84	Prigge, Marlene, 1981-82
Graham, Tim, 1983-84	Schiele, Cathy, 1982-83
Groen, Linda, 1983-84	Searl, Rena, 1983-84
Haddy, Charlotte, 1983-84	Seeley, Jane, 1983-84
Hodges, Gerald, 1979-80	Stahlschmidt, Agnes, 1982-83
Johnson, W. Duane, 1983-84	Weaver, Mary Ann, 1979-80
Kahn, Merry, 1983-84	Wieber, Mary Jo, 1980-81
Krohn, Leah, 1983-84	Wishman, June, 1983-84
Marvel, Michael, 1982-83	Yunek, Betty, 1983-84
Mason, Bonnie, 1983-84	

APPENDIX F

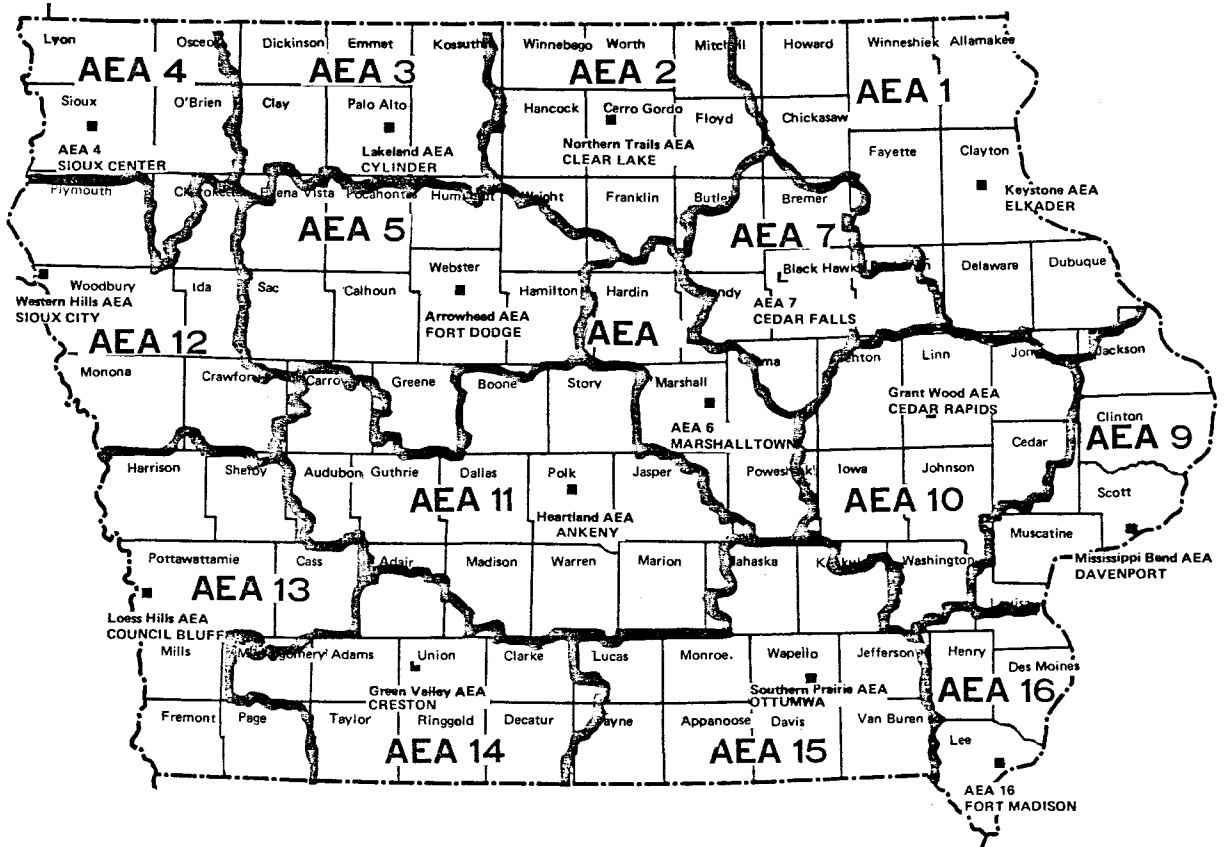
PICTURES OF THE AUTHOR'S AWARD



APPENDIX G

MAP OF IOWA'S AEA'S

Area Education Agencies



APPENDIX H

SAMPLES OF PROBLEM TALLY SHEETS

(IDENTIFICATION REMOVED)

IOWA CHILDREN'S CHOICE AWARD 1982-83

Return by January 31, 1983

T A L L Y S H E E T

<u>Book Titles</u>	<u>Total</u>
A Word From Our Sponsor	12
Superfudge.	115
Night Swimmers	9
Cross Country Cat	21
Ramona and Her Mother	43
Rocking Chair Rebellion	7
Deadly Game at Stony Creek	26
And This is Laura	19
Great Green Turkey Creek Monster	20
A Morgan for Melinda	6
Shadows	15
A Word to the Wise	4
Goof That Won the Pennant	24
Two Ways About It	4
Maudie and Me and the Dirty Book	57
Mr. Little	15
Hoboken Chicken Emergency	22
Rolling Harvey Down the Hill	10
Girl With the Silver Eyes	36
Welcome Home, Jellybean	23
It Can't Hurt Forever	12
Contest Kid Strikes Again	23
Commander Toad in Space	52

The following books are recommended for future master reading lists:

(include title, author, publisher, and copyright date)

- 1) Betsey Gets Married - Maud Hart Lovelace
- 2) Charles Schulz- Good Grief, More Peanuts
- 3)
- 4)
- 5)

Attendance Center: _____

School District: _____ AEA _____

Return Tally Sheet to Lucille Lettow, Chairman, IEMA Book Award Committee, 1516 College St, Cedar Falls, Iowa 50613. If you wish detailed voting results enclose a self-addressed stamped envelope with the tally form.

P.S. I had 4th, 5th and 6th voting on this. They voted on more than one book. Approximately 138 children from those three grades voted.

Thank you:-
Librarian

IOWA CHILDREN'S CHOICE AWARD 1982-83

Return by January 31, 1983

T A L L Y S H E E T

<u>Book Titles</u>	<u>Total</u>
A Word From Our Sponsor	63
Superfudge.	113
Night Swimmers	61
Cross Country Cat	82
Ramona and Her Mother	87
Rocking Chair Rebellion	60
Deadly Game at Stony Creek	87
And This is Laura	76
Great Green Turkey Creek Monster	84
A Morgan for Melinda	66
Shadows	81
A Word to the Wise	53
Goof That Won the Pennant	79
Two Ways About It	86
Maudie and Me and the Dirty Book	84
Mr. Little	163
Hoboken Chicken Emergency	64
Rolling Harvey Down the Hill	65
Girl With the Silver Eyes	62
Welcome Home, Jellybean	62
It Can't Hurt Forever	65
Contest Kid Strikes Again	66
Commander Toad in Space	52

The following books are recommended for future master reading lists:

(include title, author, publisher, and copyright date)

- 1) Fitzgerald, John. Great Brain Does It Again. Dial, 1975
- 2) Beatty, Patricia. By Crumbs, It's Mine, Morrow, 1976
- 3) Rawls, Wilson. Summer of the Monkeys, Doubleday, 1977
- 4) Cleary, Beverly. Socks, Morrow, 1973
- 5) Gray, Genevieve. Sore Loser, Houghton Mifflin, 1974

Attendance Center: _____

School District: _____ AEA _____

Return Tally Sheet to Lucille Lettow, Chairman, IEMA Book Award Committee, 1516 College St, Cedar Falls, Iowa 50613. If you wish detailed voting results enclose a self-addressed stamped envelope with the tally form.

9-12
School

IOWA CHILDREN'S CHOICE AWARD 1982-83

Return by January 31, 1983

TALLY SHEET

<u>Book Titles</u>	<u>Total</u>
A Word From Our Sponsor	
Superfudge.	23
Night Swimmers	
Cross Country Cat	
Ramona and Her Mother	7
Rocking Chair Rebellion	
Deadly Game at Stony Creek	3
And This is Laura	
Great Green Turkey Creek Monster	
A Morgan for Melinda	
Shadows	
A Word to the Wise	
Goof That Won the Pennant	
Two Ways About It	1
Maudie and Me and the Dirty Book	
Mr. Little	
Hoboken Chicken Emergency	
Rolling Harvey Down the Hill	
Girl With the Silver Eyes	1
Welcome Home, Jellybean	
It Can't Hurt Forever	
Contest Kid Strikes Again	5
Commander Toad in Space	

The following books are recommended for future master reading lists:

(include title, author, publisher, and copyright date)

- 1) *Nothing's Fair in Fifth Grade* - DeClements, Barthe - Viking Press, N.Y. 1981
- 2) *My Brother Ange* - McCaffrey, Mary - Thomas Y. Crowell, N.Y. - 1982
- 3)
- 4)
- 5)

Attendance Center: _____

School District: _____ AEA _____

Return Tally Sheet to Lucille Lettow, Chairman, IEMA Book Award Committee, 1516 College St, Cedar Falls, Iowa 50613. If you wish detailed voting results enclose a self-addressed stamped envelope with the tally form.

9-12
School

IOWA CHILDREN'S CHOICE AWARD 1983-84

Return by January 31, 1984

T A L L Y S H E E T

<u>Book Titles</u>	<u>Total</u>
Part-time Boy.	
Ida Early Comes Over the Mountain.	<u>5</u>
The Cybil War.	<u>1</u>
Ramona Quimbly, Age 8.	
Revenge of the Incredible Dr. Rancid and His Youthful Assistant.	
There's a Bat in Bunk Five.	<u>2</u>
Nothing's Fair in Fifth Grade.	<u>3</u>
Can I Get There by Candlelight?	<u>1</u>
Fourth Grade Celebrity.	<u>2</u>
Do Bananas Chew Gum?	
Misty and Me.	
Get on out of Here, Philip Hall.	
Childtimes.	
What if they knew?	<u>2</u>
Alvin Fernald, TV Anchor Man.	<u>1</u>
Moon and Me.	<u>1</u>
Diary of the Strawbridge Place.	
Anastasia Again.	
Through Grandpa's Eyes.	
Blind Flight.	
Hideaway Summer.	
Blind Outlaw	
Mister Wolf and Me.	
Into the Dream.	<u>2</u>
Dog Called Kitty.	

The following books are recommended for future master reading lists:
(Title, author, publisher, and copyright date must be included. All titles
must have been published since 1979.)

- 1)
- 2)
- 3)
- 4)
- 5)

Attendance Center: _____

School District: _____ AEA _____

Return Tally Sheet to Lucille Lettow, Chairman, IEMA Book Award Committee, 1516 College St., Cedar Falls, Iowa 50613. If you wish detailed voting results enclose a self-addressed stamped envelope with the tally form.

*I made my Sixth Graders read at least 5 of these books
before they could vote !!*

ABSTRACT

The major purpose of this historical research was to compile a written record of the growth and development of the Iowa Children's Choice Award (ICCA). This purpose was accomplished through interviews and examination of the ICCA materials in the archives of the Iowa Educational Media Association (IEMA).

The results of this study showed a well-planned, well-thought through, organized statewide plan for a book award chosen by children in grades three through six. It showed dedicated innovative people directing the policies and procedures of the award over a five-year period. The study presented a picture of a continuous growth pattern throughout the five years. It was evident that much cooperation existed among the IEMA and the area education agencies.

The range in the number of children who were potential participants grew from 36,209 in 1979-80 to 82,398 in 1983-84. The number of children voting in the first year was 16,957, rising to a high of 38,554 in the fourth year and ending with 31,533 in the fifth year. The fourth year was unusual because of the extremely popular book, Superfudge, by Judy Blume being on the reading list. The percentage of the total number of potential participants who actually voted rose from 9.6 percent in the first year to 20.7 percent in the fifth year.

Recommendations for further study included suggestions for improving the methods of gathering materials and of keeping records,

the keeping of minutes for all ICCA committee meetings, an appointment of an historian, and the compilation of a statistical file on the schools participating in the award.